

### WILDROSE DAIRY CHOSEN SOURCE FOR HOTEL MILK

C. B. Swango, young manager and one of the proprietors of Wildrose Dairy farm, near Oxburg, will furnish Holstein milk and cream for the new Eugene hotel.

His fame as a believer in good milk, especially Holstein milk, as a food is being heralded throughout the Willamette valley by his customers. With this in mind the managers of the new hotel contracted with him to furnish the necessary quantity of milk and cream for their patrons.

This plant, about 10 miles north of Eugene on the Oxburg highway is well equipped for milk production on a large scale necessary to carry on this business along with the delivery to his numerous private and business customers throughout the city.

**Clean Milk Aim**  
Producing clean milk for the retail trade in Eugene is the principal business at Wildrose, though there are 470 acres of farm land to be handled in connection with it, and while there is nothing at all fancy about the equipment for doing so, nevertheless every precaution is taken to see that the growing list of customers has nothing to "kick" about, says Mr. Swango.

About 10 years ago Mr. Swango and his family came to Eugene from California to settle on this farm. Considerable alterations had to be made in the farm at this time and although they began at once to lay the foundation of a dairy herd, it was not until the fall of 1921 that the retail milk business which they attempted to attain their present proportions. A brother and Mrs. Swango's father were first interested in the coming project but the latter decided to sell out following the death of the brother. At this time a brother Floyd came into partnership.

**Business Thrives**  
The first deliveries from the neophyte dairy farm were made by the use of an old Ford touring car, and due to the fact that a bakery which did not run on Sunday was the best customer, some of the neighbors who did not go very strong on cows had a good reason to make light of the project when the round trip of 20 miles was made for a delivery of a few gallons of milk.

### PRESIDENT ROSE WELL SATISFIED

The formal opening today of Eugene's fine new hotel brings to fulfillment a dream of the people of the city, stated Bird Rose, president of the new hotel company. A little over a year ago, the need of added hotel facilities having become apparent here, a group of citizens launched the project by organizing the Eugene hotel company of which Mr. Rose is the head.

"The spirit of the people of a community which made possible the erection of such a fine hotel building here shows why Eugene is now one of the fastest growing cities in the northwest," said Mrs. Rose.

"This building was not my individual idea, nor that of any one man, but represents the outgrowth of a feeling among the people of Eugene. They are the originators of the idea and the project.

"I wish to express my appreciation of the way in which these people have stood behind everything that we have done. The associations formed in this work have made this last year one of the happiest in my life. Meeting and creating lasting friendships with men has been one of the numerous joys of being president of the company.

"It is my belief that this new hotel

will help in making Eugene and Eugene's known throughout the world. There is no reason why Eugene cannot in the near future support at least one more hotel of this type and I expect to see another one built in the course of a few years.

With the addition of this hotel to Eugene's equipment we shall be able to entertain properly all tourist and other visitors and will not have to send any to Albany or Roseburg to find lodging, as has sometimes been necessary in the past. This building will uphold the fine name of the city of Eugene, and will do its part in keeping with the growth of our community.

"In dollars and cents the value of this project to Eugene cannot be stated by any one. The actual cost is small compared to the return which can be made. The hotel has been leased for a period of 15 years, at the termination of this lease the value of the hotel will have tripled."

### EUGENE HOTEL IS FINANCED QUICKLY

Financing of the new Eugene hotel involved the largest individual piece of corporate financing ever undertaken in this city, declares Keith Higgins, local representative of the Blythe, Witter and Company, financial firm, of Portland, who handled the bonds for the firm.

A total of \$1,775,000 first mortgage bonds, bearing interest at six and one-half per cent, were offered, and security in the form of a closed mortgage on the entire property, conservatively valued at more than twice this amount. This issue was a marked success at once, Mr. Higgins declares. "The total block was quickly absorbed by local investors, as well as by banks and other individuals throughout the Northwest.

So rapid was the sale of these bonds that advertising space in newspapers contracted for before the issue was put on the market, had to be used to announce that the issue was sold out.

The secondary market for these bonds has been very strong also, says Mr. Higgins. "We still have many inquiries for this issue," he says, "and we endeavor to keep a few bonds on hand whenever possible to accommodate local buyers."

### HOTEL BASEMENT DUG BY MATHEWS

The full size basement under the new Eugene hotel was made possible by the A. C. Mathews company, for it was this firm, under the direction of Mr. Mathews himself, that did all of the excavation work.

The A. C. Mathews company is fully equipped to handle contracts of this size and importance, for in addition to possessing a large sand and gravel plant, efficient machinery for excavating is owned by the firm. This is manned by an expert crew of men, who thoroughly understand excavating and all its various problems.

The Eugene hotel basement made necessary one of the biggest excavation jobs ever seen in the city. The underground work required a "hole" 80 by 100 feet in size, and a dozen feet below street level. Several teams, with special machinery, were required for the work, which progressed very rapidly from the time that the first shovel of dirt was removed.

The careful work on the basement was a real aid to construction, says W. W. Head, superintendent of construction, who said that the work done by the Mathews firm was right in every way.

The A. C. Mathews company has also done a great deal of this work in other sections of the city, as well as supplying material such as gravel and sand for many firms. The company is the oldest of its kind in the city.

### REAL FRENCH CHEF TO PREPARE TASTY FARE FOR DINERS

No hotel, however fine, is not quite complete without an efficient chef. And lucky indeed, nowadays, is the hostelry that can command the services of a genuine French master of the culinary art!

But the hotel is no luckier than its patrons, for they after all are the ones who must troop into the dining room thrice daily, to emerge happy or downcast, according to the ability of the man who presides over the huge grilles and ovens.

Diners at the new Eugene hotel can consider themselves extremely fortunate, then, for one of the finest chefs in all the west is already there, with his corps of tried and true assistants. Monsieur Edmund Pierre, native of France, pupil of the most famous chefs of that land famous for his food, has already taken command.

Monsieur Pierre came to America some time ago, and his skill quickly brought him to the fore. He rose steadily in the culinary world, until he held a responsible position at the famous LaSalle hotel in Chicago, famous the country over for its finest of foods. Here Pierre received a valuable training in applying the French methods of cooking to American methods of serving, and his skill and artistry were further developed when he served with the exclusive Alexandria club in Vancouver, B. C.

So the jolly Frenchman not only knows how to prepare food for regular tasty meals, but he understands the preparation of dainties for any occasion. He comes here highly recommended by everyone with whom he has come in contact. Chef Pierre is a jolly fellow, too, and he expects to make a host of friends in Eugene, not only because he feels sure of tickling the many palates, but because he is an ardent sportsman, and a lover of the outdoors.

"For two reasons I come to Eugene," he says, in his slightly French accent, "one is this beautiful hotel which is such a pleasure to be in, and the other—well, this is the country of the finest outdoors in America. Sometimes I will serve a banquet for which I will prepare many fine trout myself have taken from your beautiful rivers."

Monsieur Pierre also has a hobby in which he is intensely interested. That is motorboating. In Portland he has a swift craft that has won him many a cup and trophy, and of which he is very proud. His only regret at coming to Eugene is that he will have to leave the craft behind. "But I can go up for all races," he says, "and I will be so busy with my fine bright kitchen, and my fishing that I will not really miss it."

### HOTEL KITCHEN MODEL FOR WORK

A dining room is no better than the kitchen which serves it, in the belief of Edmund Pierre, noted French

chef, who will preside over the new electrically equipped and up-to-date kitchen which is a factor of the new hotel.

The modern kitchen which is well-lighted and well-ventilated is expected to share the reputation the hotel is already gaining as a guest satisfier.

The outstanding features of the kitchen are the electrically equipped steam pressure boiler, electric dishwashing machine and three large electric coffee urns.

The dishwashing machine will care for all the used dishes. It is so mechanically fixed that dishes can be cleaned in one side and after passing through three changes of water will appear at the other side ready for the drying process. This machine has been tested and has proved its worth. It is stated, it is guaranteed sanitary in every way.

A large grille placed along the south side of the kitchen wall, sufficient to hold steaks for dozens of people, is another dominating feature. A modern bakery department in the basement will serve the tasty morsels which tickle the plates of the patrons. Everything in the vocabulary of a chef will be made in this bakery which is also electrically equipped.

A large storeroom opens into the bakery department. This room is large enough to hold enough stock to fill a small grocery store, it was stated.

Patrons will be relieved from the burning thirst caused by the summer heat with glasses of ice water. A refrigerating plant which is up-to-date and absolutely modern in every way will turn out small pieces of frozen water just the right size for a drinking glass. This plant will furnish all the ice necessary for the hotel. It will also furnish the cool refrigerating breeze which is necessary for the keeping of meat and vegetables during the hot months.

The kitchen is well furnished with tables, sinks, stands, bread cutters and butter cutters, in fact everything necessary for speedy service.

Pierre and his corps of assistants are already tuning up the pots and pans in a regular family-like manner and will be delighted to serve the public at anytime and in any manner as the occasion demands, he said.

### BEAUTY MATCHED WITH COMFORT IN MODERN HOSTELRY

"Where comfort and beauty shall meet." This was the motto adopted by the Eugene Hotel company, when that structure was first envisioned by the Eugene Hotel company.

These men looked ahead, far into the future, to a time when Eugene will be a thriving metropolis, to a time when the population will be doubled, trebled, or even quadrupled. "To endure, a thing must have beauty," this they felt and believed, and it was with this in mind that they chose the master decorators of the Pacific Coast, the B. F. Shearer company, to decorate the interior of this great hotel.

The B. F. Shearer company has become great and famous because they have gone beyond mere decorating. Every job undertaken is first planned out by the Shearer artists, Carl H. Berg, Charles Weisenborn, and others. They catch the vision of the completed whole, and then like true artists as they are, they strive for the perfection of their ideas.

**Artistic Purpose Shown**

Stepping inside the hotel, a guest is hardly conscious of the surroundings, so perfectly in keeping with the style of architecture. But a scrutiny will show a definite artistic purpose, and the feeling comes that this is a place of hospitality, of good cheer, and of comfort. The decorative scheme of the lobby is simple, following out the modified Spanish lines of the exterior.

But upon stepping into the dining room, tea room or ball room, this simplicity vanishes in a gorgeous, rich setting. The dining room is symbolic in every way of that most ancient of all arts, the art of preparation of food.

Mr. Berg, in his treatment of this room, has gone back to the ancient Egyptians for his dominating scheme, and he brings into the whole the

fruits, the grains, and the beasts of burden in a most attractive manner. The walls are finished as a background for the decorative outline, in a warm, rich tint that is a bit Byzantine in tint, but the tendency is always toward that of the oldest of civilizations. The tea room is done in a splendid manner, while more of the spirit of joy and play is put into the spacious ball room.

### Hotel's Plumbers in Fine New Quarters

Newly situated in a brand new concrete building, the Marlatt plumbing company, who had the contract for the plumbing fixtures in the new Eugene hotel are proud in the occasion of the opening. "We devoted our best efforts and time in the work we put in this building and are waiting expectantly for the comment

of the patrons of the hotel," stated Mr. Marlatt.

"We are happily situated in our new building at 53 west 10th street and believe we have one of the best plumbing shops in the city. Our shop takes up the rear section of a 60x80 building which is owned by us. We have one of the largest and most complete metal shops in the Willamette valley outside of Portland and are capable of handling work such as the hotel necessitated. A modern office and display room take up the front of the building while a 20 room hotel is situated on the second story."

### Beauty and Barber Shop Made Ready

Fast and efficient service is promised to patrons of the new hotel who desire the use of a beauty par-

lor and barber shop, stated B. F. Berg, who has leased the space and served for this phase of public convenience.

The manager of this shop is a well known beauty specialist and her ability to manage a shop of her own was proven by the success she has gained in caring for people in her shop in the new Macdonald theater building. Everything in the line of equipment and time saving devices will be installed in the new shop, according to the new manager who says, "It is my desire to fit the desires of my patrons. In this way I know I can please and give the satisfaction necessary to uphold the policy of the hotel."

Separate rooms will be used for the two parlors. They are situated on the first floor, east of the lobby. Entrance can be made either from the Ninth street opening or directly from the lobby.

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