

Review of Portland Commercial and Industrial Interests

Portland Electric Power Co.

Whose District Offices are located in the Electric Bldg. In Portland, is Popular Public Utility Concern Doing Much in Adding to the Rapid Expansion of This Community, and Has Been Important Factor in the Industrial Growth of Portland and Surrounding Territory. Oregon Ranks One of the First in Developed Hydro-Electric Power. Portland Electric Power Co. Has Been Responsible for Most of the Development and a "Greater Home Community."

The operation of modern and successful electric plants is an undertaking that requires the service of men of a vast experience and a comprehensive knowledge of electricity. This cannot be acquired in a day but comes from long study and practical experience. The Portland Electric Power Co., has placed this work in charge of experts. This electric company is a large concern with ample capital, organization and resources. It has made electricity and power service its business. Therefore any community is fortunate in having such a modern and efficient public concern to solve the difficult problems of adequate electric service as satisfactorily as the Portland Electric Power Co. is solving it for Portland and rural districts and the suburban towns which it supplies.

There is probably no other company of this size in the country that is better equipped to furnish electricity than this well-known company which maintains several of the most modern and up-to-date plants

in this section of the state and furnishes very satisfactory service rendered to its patrons.

The growth and prosperity of this company is due largely to the efforts of its officers. Their familiarity with the resources of the vicinity which they supply their confidence in the future of public utility development, their keen foresight, has brought the Portland Electric Power Co., to its present perfection. The officers are surrounded by an organization of co-workers and employees that are vigorous and permanent, which have aided materially in developing and operating the property.

When the people of this community stop and consider the importance to them of this public utility service they indeed have cause to congratulate themselves. We wish to direct your special attention in this edition to this concern as one of the important assets of this community and as one of the companies that is assisting in making a more progressive and prosperous community.

Portland Feed Mills Co.

Location 340 E. Stark, Portland, is Well-known Feed Mill, Handling Dairy and Poultry Supplies of Highest Grade. Featuring "Rex" Brand Dairy and Poultry Feed. Sold in Large and Small Quantities. Lowest Prices in Territory, Made Possible by Buying Direct, Cutting out Middleman and Direct Delivery.

If you select your feeds from this well-known mill you will be assured of the highest quality of merchandise on the market.

Their stock includes only such commercial feeds as have been tested for protein, carbohydrates, fat and fiber in the correct proportion. They stand behind their stock and give their years of experience and a large list of satisfied customers as reference.

In the way of feed the management has made an exhaustive and scientific study of modern feeding and all feeds are made up with reference to their nutritive value. The best of dairy feeds can be secured here and they specialize in poultry feeds. No matter what problem you may have in feeding, you will find the management can solve it for you. They are courteous and willing to give you information both on local and foreign feeds of which they carry a complete line.

They deal on a mammoth scale

and feature many poultry supplies. Dealing on so large a scale they have a tremendous buying power which not only secures them price concessions, but also enables them to carry a large stock at all times.

This is the official home of the famous "Rex" line of feeds. They know when they offer "Rex" feeds their customers are getting the highest quality in feeds.

With the acute business judgment that has characterized their entire career they realized that it was important that the people of this community not only have an establishment of this kind but an institution that would be thoroughly modern, in keeping with the demands of the present day.

The manager has had a wide experience in this business and is qualified to judge which are the superior feeds. Hence, when you take his word on feed matters you are following the advice of an expert in the feed line.

East Side Mill & Lumber Co.

Located at the Foot of Spokane Street, in Portland, has Tremendous Buying Power that Enables This Concern to Enter the World's Best Markets and Secure Vast Quantities of Building Materials at Rock Bottom Prices.

There are few, if any, cities the size of ours which have the advantages of the location in their midst of an immense establishment such as this well-known firm maintains.

One of the things that is essential in the upbuilding of any modern American city is the location of a modern lumber yard in its midst. The fact that one can get anything and everything in the lumber line at their yards adds to the efficiency of the county.

Building supplies of every description will be found in great profusion, and you will be surprised at the excellent quality which today is offered at reasonable prices.

This establishment is the headquarters for the home builder, and this fact needs no comment from us. So well known is this lumber yard over the country that one thinks automatically of builder's supplies when their name is mentioned.

For prompt service, courtesy and special attention to home builders this yard reigns supreme. Just let us suggest that if you are interested

in erecting a home or building of any kind, that you call around and have an early consultation with them for this lumber yard is headquarters in this section for lumber and building materials of every description.

A customer of the East Side Mill & Lumber Co., not only gets value received for his money, but service as well. The firm maintaining competent designers who will work out any particular idea you may have in mind, thus adding much satisfaction to your building for years to come.

On account of their tremendous buying power, this local concern is able to enter the world's larger markets and secure vast quantities at prices so low that they offer the local public rock bottom prices in lumber of every description.

In making this review of our on-ward progress we are pleased to compliment the management as progressive and prominent business men deserving of the patronage they receive.

Broadway Dyers & Cleaners

Established in 1904

Located at Union Ave. and Schuyler, in Portland, is a Well-known Firm With Modern Plant and Enjoying Extensive Business in Surrounding Territory. Parcel Post Used Extensively; Rug and Carpet Cleaning Department Efficient and Very Popular.

Since this well-known firm has been in existence, it has enjoyed an ever increasing patronage because of the reasonableness of charge, general excellence of work and reliability.

This establishment is popular with all who have tried it, and that it puts forth its best efforts is shown in the satisfaction in each case. Their establishment is splendidly equipped for all kinds of dry cleaning, and no work is so difficult to handle in a most satisfactory man-

ner. A specialty is made in the cleaning of ladies' garments. They do this same class of work for nearly every woman in town who cares anything at all about her personal appearance, their pressing of garments is always correctly done, and the articles are very promptly delivered.

We are pleased to compliment them upon the satisfactory service they render and to urge all of our readers that, as regards cleaning and pressing, they can do no better than to turn their work over to them.

Braleley & Graham

Located at 442 Burnside, Portland, is a Wide-awake Sales Agency, Official Distributors for Dodge Bros. Motor Cars, and Graham Bros. Trucks.

The popularity of the Dodge Brothers' car has had a great deal to do with the success of the firm of Braleley & Graham. The present Dodge Brothers Motor cars in special types are very elaborate and were created for that group of motorists who favor individuality in appearance and appointment, together with safety, long life, economy and dependable service. All bodies are all steel construction.

The sound basic design which has been constantly refined for over a period of more than ten years, insures the purchaser a car that will be true in every detail to the traditional reputation of all Dodge Brothers products, for dependable service.

The large increase in Dodge Brothers sales, year by year is due to the dependability of the car. Dodge Brothers sales for 1925 increased 25 per cent over 1924, in the face of a decline of the industry as a whole.

Buying would be stimulated at the present time if people could only comprehend that the present prices of Dodge Brothers cars are approximately the same as they were in 1915, the lowest prices in the history of Dodge Brothers.

It is interesting to know the vastness of Dodge Brothers plant and its operations.

Dodge Brothers consumption of fuel oil, 8,000,000 gallons per year or about 25-car-load train a day; consumption of copper over 12,000,000 pounds a year; leather requirements, 165,000 hides a year, -330,000 head of cattle must be slaughtered to provide Dodge Brothers with this number of hides of the quality desired.

The all-steel bodies of the spectypes are low hinged and the lines unusually graceful. The long understrung rear springs contribute materially to the exceptional fine riding qualities. The interiors are comfortable and roomy, with deep seats and ample leg room. Dodge Brothers commercial and Graham Brothers trucks are absolutely dependable. This is recognized by the largest concerns in the country, in addition to thousands of smaller ones. "For ten years dependable" these words express the successful attainment of an idea conceived in the minds of founders before the first car was placed in the hands of the purchaser late in 1914.

Braleley & Graham, the directing heads, are thoroughly experienced in automobile values, are well and favorably known throughout this part of the Northwest and we wish to compliment them upon the well-merited success of the firm and the public-spirited policies they have carried into the business and suggest that you give them a trial when considering anything in the motor car line.

Columbia Brick Works

Located at 301 E. Madison, is a Prominent Firm of Much Benefit to the Home Builder. Manufacturers of Brick and Tile, Which Never has to be Repaired or Renewed, Artistic Face Brick of Uniform Quality and Prices Very Favorable for This Valley Because of the Short Freight Haul on the P. E. Co. Line.

This popular business house is one of the concerns in this section of the state that is continually buzzing with activity and whose products have met with the commendation of everyone.

They specialize in building brick and tile for new homes or public buildings. The materials used by this concern are the latest scientific development in the building world having answered all the tests, including the test of time. The chief advantages of their material are that it is fireproof, never leaks, lasts longer than wooden walls, and presents an appearance from an architectural standpoint that is very pleasing to the most critical. They will furnish it in the different color effects or in plain and are thus prepared to meet the demands of all classes of building.

They have furnished many of the buildings in this section of the state with their material and their products have met with the commendation of the purchaser in every case. To everyone interested they can give you references and will show you the buildings as they stand today. It is very important that the

wood supply of the country be conserved, especially at the present time, and it behooves everyone contemplating the erection of any building to look over and investigate their products before letting a contract. Then one of the features is that it is cheaper in the long run, and lowers the insurance rates on your building.

In the employ of the concern are expert men who thoroughly understand the different methods of construction, and are able to explain to you. Buildings constructed out of permanent materials are not only artistic but give much satisfaction in years to come, especially in the cost of upkeep, which is practically nothing.

This is a local brick concern, manufacturing the best brick and tile, and we wish to call our readers attention that it is their duty to demand this brick and tile, not only because of the quality but because it is a local brand and merits your support.

We are pleased in this edition to refer all our readers to them and to compliment them upon their leading position in the business world in this section of the state.

Routledge Seed & Floral Co.

Located at 72 Grand Ave., Portland, is a Seed Store That Features Highest Quality Seeds, Lawn and Garden Fertilizers, and Bird, Dog and Cat Supplies. Also Bedding, Potted Plants and Cut Flowers.

"As ye sow so shall ye reap" is certainly a forceful expression and should carry a warning to the fame of the truck grower that would cause him to use the greatest care in selecting his seeds. Many a very valuable crop has been lost and weeks of hard labor have been naught by planting seeds that would not sprout and grow.

If you select your seeds from this well-known store you will be assured of the highest quality seeds on the market.

Their stock includes such merchandise as has been tested and have a proven germination percentage. They stand behind their stock and give their years of experience and a large list of satisfied customers as their reference. The stock not only includes field seeds of all kinds, it includes garden seeds, flower seeds and a general line of supplies for keeping up lawn, bird supplies and poultry supplies.

With the acute business judgment that has characterized their entire career, they realized that it

was important that the people of this community not only have an establishment of this kind but an institution that would be thoroughly modern and in keeping with the demands of the present day. This firm has added from time to time until they are now managers of a large business, and are serving the people faithfully.

The proprietor of this store invites the people to make this store headquarters when in Portland and are more than glad to render any little service for your convenience. They are courteous and willing to give you all information regarding seeds, dealing on a large scale, as they do, it enables them to understand the small dealer and give the farmer the benefit especially on quantity lots.

It affords us pleasure to refer this seed company to our readers and we feel certain that if all our readers will give this establishment a trial they will be convinced that seeds from this store will be of the highest productive value.

Palace Laundry

"WHERE QUALITY COUNTS"

Located at 78-80 E. 10th St., N., in Portland, is one of the Up-to-date and Leading Laundries in Oregon and is Under the Direction of Men who are Thoroughly Experienced in this Business, Giving Excellent Service. Rough Dry, Wet Wash Service.

This well-known laundry is one of the best equipped industries in this section of the state that transacts an extensive business over this and adjoining counties and the reputation of their work for excellence is spreading far and wide over this part of the country.

The work is turned out in such a manner that you would be more than pleased if you give it a trial. The most delicate fabrics are handled as carefully as they would be in your own home, as only experienced and expert help is employed in the work.

The business of this laundry is spreading all over this part of the country, and is by no means confined to its home city. The rapid increase in the business is due to more

than ordinary ability in the conduct of affairs of this institution.

Cleaning clothes is not only taking out the dirt, but also constitutes turning out a clean smooth garment, which one would be proud to wear. New and up-to-date machinery and sanitary methods are necessary to wash comfort and good appearance into clothes, returning them to you fresh and free from all germs and dirt.

We wish to refer all our readers to this progressive and modern institution and to suggest that they patronize his well-known laundry.

The manager is one of the leading business men of the city, who has always taken an active interest in all propositions for public improvement.

Corvallis Creamery Co.

Location 43 Front, Portland, One of the Most Modern Institutions of the Business Life of This Section, Aiding in the Progress of Diversified Farming and Development of Surrounding Territory; Featuring Their Gold Medal Butter.

The plant of this company is a model sanitary institution equipped with the very best modern machinery and under the direction of later day creamery men. They have always taken an active interest in the development of this community and their institution is one of our most valued industrial assets. We wish to give them a prominent place which their modern creamery merits as being among the foremost concerns in this line of endeavor. They are a large contributor to the progress and prosperity of the community.

This well-known institution probably typifies better than any other the material progress of the community, and the fact that this section of the state is organized along twentieth century lines, as regards the continual development of commerce and agriculture. Years ago there were small creameries in every community in which the producer sent to market his cream and to which the retailer looked for his supply of butter for his customers.

Popularity with both the producer and the consumer is evidenced by the large number of farmers sel-

ling to them and the fame their brand of butter has attained. By reason of the fact that they handle of volume of business through modern equipment they are not only able to pay the farmer a higher price for his cream, but by the same token, can manufacture and sell their butter for less. And it can be readily seen that this twentieth century organization also enables them to produce a brand of butter of uniform high quality. At the offices of this company the producers encounter the most courteous treatment and receive more for cream than would be paid if he had to depend on a smaller creamery for a market.

The production of cream is a proposition that ought to appeal to every owner, even of a small farm, as it is a well-known fact that this mode of farming builds up the land, at the same time making the producer more money than he can make by straight farming, and then he gets pay right along in cash.

This plant is thus adding much as a valuable market for our doors for the products of the farm.

Rose City Veterinary Hospital

Located at E. 7th and Grant Sts., Portland, is a Well-known Veterinary Hospital, Treating Horses, Cows, Dogs and Cats; Only Corporation in the State of its Kind. Under Supervision of Dr. G. H. Huthman.

There is perhaps no division of the field of scientific research in which greater advances have been made than have marked the modern development of veterinary surgery. Some of the greatest scientific minds of the world have developed material progress in this important profession and all of the features that have received the approval of the people of this and adjoining counties if they secure the services of these competent practitioners.

These popular veterinarians have kept pace with the times and are considered by the eminent men of their profession as some of the foremost practitioners in these parts. They have carefully studied all of the developments in these import-

ant branches of medical science and places their wide experience and comprehensive knowledge at the service of the people of the community. Advice along the line of proper feeding and the care of pets and stock will cheerfully be given.

Dr. Huthman is courteous and accommodating and can be reached either day or night. The general satisfaction expressed by many of his clients and the great demand for his services constitutes a well merited tribute to his efficiency and conscientious methods. We wish to compliment him upon the work he is doing in this section and to direct your special attention to his efficient methods which are aiding in the development of the agricultural and commercial life of the community.

Decker Business College

Located in the Alisky Bldg., in Portland, is One of the Well-known Commercial Colleges of the Northwest. The Logical School for Students, under Direction of a Most Progressive Management, Which has Provided Cosmopolitan Advantages for the Young People of This Section. Positions Secured for Graduates.

Through the progressive effort of this valuable institution the younger generation of this section of the state is now offered the educational advantages of any enterprising city. It is not often that counties like this can boast of such an up-to-date institution as this one. Not only can the young men and women of this county secure a general education, but through this business college can prepare themselves for their life work.

This is a day and age of business efficiency. The man or woman who is not prepared to keep pace with the demands of present-day business efficiency is soon lost in the hurry and bustle of modern methods. It is not necessary that a man become a machine, but it is absolutely essential that everyone who wishes to be

successful in business has a practical business education, and such training can only be secured in an institution devoted to preparing the pupils for business life.

The management of this school is progressive, able and efficient, and has built for itself and the school a reputation of accomplishment and a liberal support from the people of this part of the state.

This business college is one of the leading institutions of its kind in the country, and has contributed in no small measure to the fame of the northwest.

It offers the people of this section the advantages of a modern, progressive and efficient business college right here almost at their very door, and in this special edition we wish to urge that this is theological school for students.

Benefit Savings & Loan Association

Located at 89-5th St., Portland, is One of the Strongest Financial Associations in the State, and Has Aided in No Small Measure to the Progress of This and Surrounding Territory. Has Never Paid Less Than 7 Per Cent on Savings.

Not because of false promises or by flashy methods, but because of sound principles has this association succeeded, realizing at the very start that an institution that is wisely guided and builded upon the foundation of solid business principles would surely succeed, this well-known institution began its career. Since that time it has not only aided the people of this section to make this a better place to live in by encouraging the building and owning of homes, but by actual financial assistance afforded.

The Savings and Loan Association is one of the foremost institutions in the country. Officers and direc-

tors are among the most prominent and progressive business men.

They are business men whose business integrity is a solid wall behind their Association; they are men who have helped to build up the town and are considered the medium between investor and good investments. It is not what a man makes, but what he saves that counts, and systematic saving is cultivated when an investor takes up seriously the Savings and Loan Association's system; they are men of high business ideals who have helped to make commercial institutions blossom and grow in all this wonderful oasis of the great Northwest.