

Moyer's Radio Shop

R. C. A. Radiolas

Located in Corvallis at 234 So. Second St., Moyer's are dealers and distributors of the famous R. C. A. Radiola Sets for this section. They have a complete line of foremost sets and repairs for all others. They invite you to bring your Radio troubles to them.

Radio is perhaps the greatest invention that has been made in the last decade. While it is only in its infancy, its usefulness is proven to us every day. From a standpoint of entertainment, it is unexcelled. The biggest concerts, addresses, operas, music of all kinds, baseball and football games, all contests of international importance are reported as they happen, to the radio fans. There is not a night but the radio fan can get any and all kinds of entertainment that he desires. In the way of usefulness it has proven a big impulse to aeronautics, shipping, etc. It lets the farmer have the latest market reports, and brings the city amusements into his home. The best thing about it is that it is inexpensive and sets can be had and are within the reach of everybody.

Brand's Chevrolet Co.

Furnishing the Lowest Finance Rate in America

Brand's Chevrolet Company in Corvallis at 224 No. Second Street is an institution of Corvallis that is under the management of men well known in this section for their interest in the welfare and progress of the community. They are official representatives for the Chevrolet and we are glad to

announce that this popular car in the new model has been improved to include the following good features:— New and improved enclosed motor, a longer wheel base, A C Oil Filter, A C air cleaner, completely enclosed dry clutch, deeper and more graceful radiator, new non-locking four-wheel brakes, steel disc wheels, automatic stop light, and the enclosed models are equipped with Fisher bodies.

The new Chevrolet is easy to drive and start and steer, offering light pedal action, thereby making it easy to shift gears, as it is easy to start and

stop and offering quality at a low price. The Chevrolet closed models are made exclusively by the Fisher Body Corporation, which is part of the General Motors Corporation. No matter what your use for a motor car is you will find Chevrolet will just fill the bill. Modes designed for family use, for the business man, or for hauling—each may be seen at their show room.

Their sales plan of a small down payment and the balance in convenient payments is very attractive and an ideal way to purchase a car.

Hotel Corvallis

A Home Away From Home

Hotel Corvallis at 203 So. Second St. is one of the finest hotels in Oregon. They maintain one of the most modern and up-to-date dining rooms, which is meeting with public approval because of the service rendered, and it is growing in popularity all the time. It is far above par, and operated at very reasonable rates.

There is no greater necessity than the modern hotel. With the ever-increasing number of people who because of their business are forced to make hotels their homes, the modern hotel proprietor has realized that the public has learned much from these as to what constitutes a really efficient hotel service. Every city that can boast of such a hotel as the Corvallis is sure of such recognition all over the surrounding country.

The management of the Corvallis takes special pains to see that the service of the entire staff of helpers is as nearly perfect as it is possible to make it.

All the rooms are comfortably furnished, with plenty of ventilation and with either bath or hot and cold water.

The Corvallis Hotel Coffee Shoppe is the most popular cafe in this section, and the ever-growing and large patronage it receives is due to the fact that it is clean and sanitary throughout—serves all the most palatable foods, and receives its patronage from the city and surrounding territory as well as from the traveling public.

Both local and transient trade has learned that this is a place where the demand for excellent food is more than satisfied. You will be more than pleased if you eat at this popular place the next time you are in Corvallis.

The rates of this hotel, which is conducted on the European plan, are very reasonable indeed, and the service compares favorably with any hotel in the state with rates much higher. Remember the Corvallis is "a home away from home."

Ball Studio

High Class Photography

The Ball Studio in Corvallis at 244 South Third Street is the art center for this section and enjoys an excellent patronage from Corvallis and all the surrounding territory. They have been the official photographers for the Oregon State College for 17 consecutive years, a remarkable record, the equal of which few if any Studios can boast of. The art of photography, which was introduced by DaGuerre nearly a century ago, has within the period developed from a mechanical trade to an art of science. As regards

the photographer of today he must be a person of advanced ideas and thorough training so as to successfully compete with those who are now making this profession an art. As this studio is in charge of finished photographers who have made a life study of this interesting and artistic profession, they never let an opportunity pass to improve themselves.

They have in this studio, which may be termed this section's art center, the latest mechanical devices for the production of artistic photographs and

are admirably equipped to produce anything in the way of modern photography to please the most critical.

In the artistic production of children's pictures they have again well merited commendation and have an excellent display including the photographs of many well known people of this section.

The business is under the direction of latter-day business men who appreciate the value of good service as a trade winner and they and their associates are always willing and anxious to accommodate their patrons.

Whiteside & Locke

Everything in Hardware

Located in Corvallis at 251 Madison Street, Whiteside and Locke, with a modern and up-to-date hardware store, renders such satisfactory service to the retail trade that it is recognized as one of the leading hardware firms of this section of the state and is under the direction of men widely known in hardware circles. They carry at all times a complete line of Standard and Nationally advertised lines of Hardware.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because their comprehensive

knowledge of every branch of the trade, this establishment has continued to witness an increase in the number of patrons.

This company is known throughout this section as one of the leaders in business. The immense volume of business their experience of years as a prominent firm in this line, their practical knowledge that has won for them the recognition of the county at large and the patronage of thousands, all add to the progress and prosperity of the community in which their establishment is located.

This is farmers' headquarters and is a center for the people when driving to town. The very best of attention is given to the people from the surrounding territory. They have a repu-

tation far and wide as reliable men in the hardware business and in making this review of the development and progress of the community it is quite proper that we compliment them upon their efficient establishment. You can depend upon them at all times for expert service, adequate information, courtesy and a stock of the highest quality merchandise obtainable. The management is of the well known and prominent business men of the community and among the foremost boosters for all propositions promoting public betterment.

Their desire to please makes this hardware store most worthy of mention and we wish to compliment them in this edition on their success in their special field of endeavor.

Corvallis Battery and Electrical Service

Automotive Electrical Engineers

This well known Corvallis firm at 236 No. Second St. is the most prominent Automotive Electrical Engineers in this section, and is Manufacturer's Service Representative for many nationally known lines of electrical auto accessories including United Motors Electrical Equipment and are the official service station for Delco, Remy and Klaxon. Day and night service is featured, also Magneto Service, Speedometer Service and 8-hour Battery Service.

With steady improvement in automobiles the auto electrical engineer has become a necessity rather than a convenience. With practically every car equipped with a self-starter and up-to-date lighting system, it requires

the work of men who are well versed in this feature of repair work to keep your car in running order.

The manager of this well known house realized this when he started in business and as a result equipped his plant with all the latest scientific machines so that he could turn out work that would pass the closest inspection. He searched the market thoroughly for a battery that would give the people complete satisfaction and decided upon the Willard Battery.

In the repair department he has provided equipment for repairing, rebuilding or recharging batteries. This service is a great accommodation for motorists, for they have learned that their batteries will be correctly repair-

ed and that the firm gives a guarantee on its work.

They are probably as well equipped to do this work as any other firm in the county. We suggest that you take your next job to them for a trial.

We are pleased in this review to give them the prominent place they deserve in the business life of Corvallis, and we wish to compliment them on the high quality of service they are giving.

They have a department where they specialize on all kinds of electric work on all electric units. For Generator and all Lighting or Ignition troubles go to them and you are assured of the very best workmanship by men who know what they are doing.

J. C. Penney Company

A Nation Wide Institution

Located in Corvallis at 118 So. 2nd Street is one of J. C. Penney Co's. 954 stores and is one of the most complete family department stores in this section, carrying at all times a complete stock of Ladies' ready-to-wear, Men's and Boys' Clothing and Furnishings and a complete line of Dry Goods, Notions and Shoes. Their buying power assures quality goods at prices which quantity buying affords, which is real service to the public, a most popular store, which offers the best quality at reasonable prices, under direction of competent twentieth century business men and merits the patronage of the surrounding country, having a vast supply of dry goods, notions and clothing for men and women. Being associated with many

stores they are able to buy direct from the factories, for they maintain 150 thoroughly competent buyers.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment.

This is the day and age when the public demands not only magnanimous service, but the best in quality at a reasonable price. Thoroughly conversant with both the manufacturing, wholesale and retail conditions of the country and with a wide experience in their particular field of endeavor, the management of this popular institution has been able to render a service to the people in their line that is distinctly satisfactory. Real value at the most reasonable price possible has

been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

This is one of the valued mercantile establishments of the county, which maintains many departments and carries a line of dry goods, notions and a fine line of shoes. This is one of the department stores of nation wide renown.

There is no more public spirited citizen in the community than the manager of this well known establishment, and in making this review of the progress of this section of the state, we wish to compliment him and direct your attention to this establishment as one of the reliable business institutions of the community that has added to the development and progress of this part of the state.

Keeney Funeral Home

Funeral Directors



Located at 5th and Jackson in Corvallis, Keeney Funeral Home is one of the most modern and up-to-date in this section, maintaining motor driven funeral cars, a lady assistant who is always on duty, and are prepared to render service unexcelled in any city. In a comprehensive review of this kind, embracing as it does the most salient feature of our progress, we cannot fail to devote time to the professional status of the community and justly so to a profession which is so essential as that of a modern funeral director. This community possesses an efficient representative in this well

known firm. Since the foundation of their business, they have always been most careful to give the best service. Not only has this accrued to the benefit of the public, but has built up for them a reputation that has spread for miles around. Their establishment is complete from a standpoint of stock, and from it they are able to offer service that is unexcelled in any city. In keeping with the progressive yet reliable policies they have kept in close touch with everything modern in their line of equipment. One particular feature of this estab-

lishment is the privacy for the funeral. The atmosphere is more of the home-like, giving it a touch of reverence. In the family room and chapel that same atmosphere prevails. All work is done privately in their most sanitary and up-to-date preparation room. As is well known, they have conducted some of the largest funerals ever held in this section in an admirable manner, and their excellent facilities make it possible for them to render complete service. We wish in this review to compliment this firm on the satisfactory service it is rendering the public of this section.

Building Supply Company

Everlasting Concrete Products

This Corvallis firm, under the capable management of John W. Ash, has been in business 12 years and is truly a home concern that manufactures high grade products, including sanitary sewer pipe, drain tile, bricks, blocks, and also features re-inforced culvert and concrete chimney blocks.

They make a specialty of their famous concrete brick for building purposes which renders permanent use and fire-proof class and is offered at prices of little more than if built of temporary materials. In buying concrete products you are assured of a permanency that does not exist in inferior materials as there is nothing to rot, nothing to rust, and nothing to decay.

There is probably no other community of this size in the country that is

better equipped in this respect, for this well known and popular concern has provided modern and scientific tile and concrete pipe equipment.

As the world's greatest authorities have proved the recent inventions in all kinds of equipment they have been immediately adopted by this company, and this, coupled with the maintenance here is one of the most modern and up-to-date plants in this section, is responsible for the very satisfactory service rendered patrons over the country and for the fact that every patron of the concern is also a loyal supporter and a consistent booster for it.

Nor has the management or the associates in the company been satisfied with merely providing for the imme-

mediate needs of the people of this section. With a broad vision of the future they have made improvements with a view to a greater expansion of their service and have been most loyal supporters in the movement for a "Greater Home Community."

This is a local concern, manufacturing the best pipe and concrete products. It has the best equipment and expert workmen.

The manager and assistants have taken a commendable interest in all propositions that furthered public improvements and they have been willing and anxious to aid in the growth and expansion of the community at all times. Therefore it has merited the popularity and liberal support that it received.

Miller Mercantile Company

A Store of Good Goods

This well known Corvallis Store at 228 So. Third St. is one of the leading department stores that is built upon service, offering prompt and courteous attention and full values for your money.

A complete and well selected stock of dry goods, ladies' ready-to-wear, and Men's and Boys' clothing is carried.

In the selection of merchandise which is offered, they never lose sight of the fact that their customers come to look upon the label the fullest guarantee of quality, a dependability which must prevail whether the merchandise is offered at special sale or

in the regular course of business.

They are constantly reminded of your appreciation of your unceasing efforts to search the style markets in order to show you the new things first. Their connection with the foremost apparel houses in America enables them to give you the latest styles as soon as they are released.

The service of price is brought to them steadily each year many new patrons. It is a satisfaction to know that they are able to show their patrons that they are not asked to pay more for their merchandise because they purchase it in this large, fine store, and also to sell merchandise of a better quality at a competitive price.

First they insist that their service be dependable. You know that you are going to get value received and courteous treatment when you trade here because past experience has taught you that they are personally interested in you and your trade. Next, they leave nothing undone in their effort to provide for you the very best that can be had for the money.

In dealing here you will have the advantage of dealing with neighbors interested in you and your welfare.

Thus you are offered the dependability of trading with home people whom you know and who have your choice from metropolitan stock and are served in a most efficient and modern manner.

Whiteside Theatre

First Class Motion Pictures

Located in Corvallis at 361 Madison Street the Whiteside is the finest show house in Corvallis and is furnishing the people with up-to-date motion pictures. They offer feature productions and bring the world's stars of the screen to Corvallis.

They merit the liberal patronage of the people and constitute one of the important features of the commercial organizations of the community. They bring social entertainment to the city under direction of one of the most prominent theatrical men in this part of the state.

The theatre is attractively furnished, tastefully decorated and comfortable

in every way, being pleasing to the eye, restful to the tired nerves and jaded senses. Amid attractive surroundings you are entranced by the excellent and dreamy music while the world's greatest actors of shadow and stage play the productions of the most renowned playwrights of the continent. You see romance and fiction, travel, war, drama, and all the various phases of life depicted, not only for the entertainment of the public, but for the education and intellectual uplift as well.

This theatre has a modern cooling and ventilating system, is perfectly appointed and is well known as one of

the finest show houses in this part of the state.

There is nothing which adds so greatly to the progress of the community as do live-wire theatres such as this. They not only bring the great stars here to entertain us with their delightful performances, but they bring added business activity to benefit the entire community.

In making this review of the onward progress of Corvallis we are glad to compliment the management of this theatre upon the good that is accruing thru their efforts in furnishing all that is new and fine in motion pictures and vaudeville.

Benton County State Bank

Complete Banking Service

In Corvallis at 143 Second St., this is a modern banking institution under the able direction of financiers who have conducted its affairs in accordance with the great cardinal laws governing banking and finance. It has been a most important factor in the upbuilding of this section of the county.

Among the financial institutions of this part of the state there are indeed few which can show more substantial progress than this well known institution. From the date of its organization up to the present time they have

been noted for their sound, energetic and conservative business, commanding a marked degree of the confidence of their depositors and the public at large, a condition that is the aim of an executive board.

Another feature is the savings department, where courtesy and efficiency are always in evidence and may who have never enjoyed the confidence which the possession of a bank account gives to every man, will find this savings department a stepping stone to success. Many people from the surrounding country have found this a very desirable place to accumulate

quite a fund for the proverbial rainy day.

It is arranged not only for the convenience of the officials of the bank but as well for the accommodation of the public. Real magnanimous service to the public has been the policy of this bank since its inception, and thus the people have learned that it is the intention of the management that they should not only give interest, but show it.

It is quite fitting and proper in this review that we direct the attention of our readers to this bank as one of the distinctive features of Corvallis.