

SUNSET ELECTRIC COMPANY

STARTING, LIGHTING AND IGNITION SERVICE

AT 121 NORTH NINTH IN PORTLAND ARE THE OFFICIAL FACTORY REPRESENTATIVES OF DELCO-REMY, KLAXON, NORTH-EAST AND VARIOUS OTHER MANUFACTURERS OF AUTO ELECTRIC EQUIPMENT—REPAIR EVERYTHING ELECTRICAL ON YOUR CAR IN THE MOST EXPERT MANNER — THEY ARE COMPETENTLY AND EFFICIENTLY EQUIPPED TO SERVICE YOUR CAR SATISFACTORILY AND ECONOMICALLY—GENUINE PARTS, CORRECT INSTALLATION AND PROPER ADJUSTMENT TO FACTORY STANDARDS GUARANTEED—PHONE: BROADWAY 0126.

Being trusted with the official factory service of the greater number of the popular electrical systems used on motor cars today, which is the distinction with the Sunset Electric Co., of Portland is a certainty of the competent and efficient equipment for service of this kind. Their electrical service and genuine parts are guaranteed and factory standards in correct installation and adjustment makes this popular establishment the place to be desired when needing electrical service for your automobile.

They are factory representatives of Delco, Remy, North-East, Klaxon and other auto electric equipment manufacturers.

They maintain a complete equipment shop for the repair of starters, generators, ignition systems, and carburetors.

The real pleasure in driving an automobile is to know that when you start your car you can feel assured that it will display plenty of life and take the hills with ease. In order that a car will meet these requirements one of the essentials is a complete and serviceable electrical ignition system. To get the maximum efficiency of a motor you must have a steady and sufficient flow of current to the spark plugs and in order to have this you must have your ignition system in perfect condition.

When the motorist wishes starting, lighting and ignition service he wants to consult one who knows this business thoroughly. The excellent service that they have rendered their many patrons has brought them much new business and the number of their patrons is steadily growing. They have learned all the little intricacies of this business and have had a wide experience in every branch of the work. Therefore, they are competent to handle every feature of the business in the most efficient and satisfactory manner.

Many manufacturers of standard automotive equipment have made this their official service station because this firm has provided the proper scientific equipment and the expert men who are versed in all of the features of these various systems. This is but one tribute to the superior work and service which they render the public at such reasonable rates.

The Sunset Electric Company is located at 121 North Main Street, Portland.

In making this review we are pleased to compliment the management as progressive and prominent business men whose establishment has merited the leading position it has attained and we wish to refer it to all of our readers.

HOLLAND FURNACE COMPANY

LARGEST DIRECT INSTALLERS OF FURNACES IN THE WORLD WITH PORTLAND HEADQUARTERS AT 361 EAST MORRISON STREET AND 244 RUSSELL STREET IN PORTLAND IS THE FIRM TO WHOM THE PEOPLE OF THIS COMMUNITY LOOK FOR ALL MATTERS PERTAINING TO FURNACES, THEY BEING EXPERT FURNACE PEOPLE OF LONG EXPERIENCE WITH THE MOST MODERN EQUIPMENT, RENDERING A COMPLETE AND SATISFACTORY SERVICE AND BEING OFFICIAL REPRESENTATIVES FOR THE FAMOUS "HOLLAND" FURNACES.

No service is of greater value to the community than that which provides even, comfortable heat whether the weather be mild, cold or below zero. This firm has come to be recognized as one of the foremost furnace firms in this section. They have had a long experience in this work and are thoroughly competent to solve any furnace problems.

This is the official home of the "Holland" furnace. Through every state in the union this furnace has long been known for its satisfactory service. It is not only known for its fuel economy but also for the ease with which it can be handled. You do not have to fire the "Holland" five or six times a day. Even in the coldest weather you go to the basement but twice—in the morning and again at night—if your furnace is a Holland. It comes in sizes for every type and size of home and building and its superiority is a matter of long record.

Back of the "Holland" is a company with millions of dollars in resources; acres of factories, a nationwide dealer organization and the good will of millions of satisfied customers of "Holland" products insure the satisfactory service offered you in the Holland furnaces.

Advantages never before available in any type of home-heating equipment are now put within easy reach of every home owner by the Holland Vaporaire System. This development obsoletes all previous methods of home heating and establishes new standards of comfort and convenience. One simple, economical system warms the home in the winter—cools

WE NEVER REACH THE GOAL!

Half the fun is dreaming, half is keeping on,
Planning for and scheming till the thing is done;
But when you've achieved it, dull and cold it seems,
Not as you perceived it, in your golden dreams.

What is done is ended, you need hope no more,
That which seemed so splendid in the days before
Lies task completed, commonplace to view—
Just a foe defeated, now there's more to do.

JOY, is in the dreaming. DOING holds the thrill;
Dull the time is seeming while you're standing still.
Pride of conquest stifles all the future fun;
Goals achieved are trifles, greater must be won.

Dark although the day may be, joy lies in the doubt,
Hope is in the "maybe you can work things out."
But the thrill is over when the fight is won,
And you must discover new goals farther on.

—Edgar A. Guest

Reiner's Fur Shop

Finest Furs at Moderate Prices Due to Upstairs Location

Specializing in Manufacturing, Remodeling, Repairing and Storage With Headquarters at S. W. Cor. Alder at Park on the Second Floor in Portland—Established 1906—Patrons of This Fur Establishment Know That By Buying Direct From the Makers They Will Receive the Best Service Possible from Their Garments—Concentrating Their Skill on Furs Alone, They are in a Position to Give Far Better and More Reliable Service Than is Obtainable from a Store Where Furs are Only Featured a Few Months Out of the Year.

Purchasing of a fur coat is a weighty matter and something not accomplished in a day's shopping, but instead requires considerable thought. However, an exclusive furrier establishment specializing in furs every day in the year, manufacturing fur coats and neck pieces, remodeling, relining, repairing, cleaning, brushing and combing solves the problem when a fur coat is to be purchased.

Devoting all their skill and concentrating constantly on modern methods and the newest styles, they broaden their excellent reputation every year and the patronage of this establishment grows larger all the time.

With the highest standards maintained in all the work turned out by this establishment, the use of prime pelts and the best of modern equipment, the purchaser of a fur coat is readily assured of genuine satisfaction that will last as long as to be gained by the fur coat owner when they deal with an established concern who knows fur, specializes in them and thru long experience knows the advantage of this variety of fur over another, and whose

Cleaning methods employed by this concern restore the brilliant lustre of last year's fur garment or fur piece, the depth of the fur is restored and it is made silky and fluffy. To get the utmost out of any fur garment it should be remodeled now and then to meet the prevailing styles and this furrier features this service. If good fur coats are remodeled occasionally in their several years' wear, the owner has a luxurious and much prized possession

Klear-Tone Radio Service

Conveniently Located at 369 East Broadway Near Union in Portland—

Features One of the Most Complete Stocks of Radios and Supplies and Provides a Complete Service in the Best Radio Sets of the Day and Carries a Full Line of Supplies—Original Ortho-Sonic Federal Dealers—Have Many Sets as Well as Complete Equipment Always in Stock—You Need Not Have Technical Knowledge to Operate a Radio and in the Country and Suburban Home They Offer an Endless Variety of Entertainment to the Entire Family—Home of Everything in Radio, Giving Special Attention to Mail Orders From Out-of-Town.

There is no firm more in accord with the advancing and ever changing times than this modern establishment which has come to be recognized as the radio headquarters of the county.

They feature Federal radio equipment and are now showing the new electric table model which sells delivered at \$115. This is one of the most popular of the new Federal models.

In the way of radio sets and supplies they carry a complete line and no matter what it may be that you need to go with your present set to amplify it you can get it here. The management is thoroughly conversant with all phases of the radio business.

You do not need to possess technical knowledge to enjoy the wonders of radio. Their dealers' service of expert installation together with

their guarantee of successful operation relieves you of all detail.

Klear-Tone Radio Service at 369 East Broadway in Portland invites you to stop in at their store, examine the sets they have on display, "tune in" if you wish and spend as much time as you care to in examining them.

They make a specialty of service and inspection free to their customers.

The proprietor of this popular establishment is a radio expert and thus they are better equipped to serve you in a practical way.

Anyone who owns a radio will tell you that it is best to purchase radio equipment from someone who understands the business thoroughly and can place the set in complete operation, look after the batteries and give you service whenever necessary.

Henry Jennings and Sons

"Portland's Greater Furniture Stores"

Popular Home Outfitting Establishments Located at Fifth and Washington Streets and East Side Branch at East End of Burnside Bridge in Portland—Selling Merchandise Many Miles From Its Home City and Is Truly a Prominent Business House and One of the Features of the Commercial and Home Life of the Community—Special Credit Service Operated Upon a Policy of Personal Consideration for Every Patron.

One of the important features of the business life of any community is the outfitting of the home. In this respect let us direct your attention to this well-known store.

When they first started in business they decided that the best would be none too good for their customers, and they have conducted their large establishment on this policy ever since. They are prepared to furnish your home completely and their stock includes the moderate or the more expensive designs, whichever you desire. They can furnish you a setting of any period and their ability to fit you in the furniture line is only limited by the various styles turned out by the American manufacturer today. If you are contemplating the furnishing of a room completely or if it is only one or two pieces that you want you will be able to find the right thing here.

A line of excellent rugs is carried. They are artistic and the colorings and effects charm and delight the eye. The people in charge of this department are familiar with the business and can tell you exactly what you need to match up with your surroundings, and when your house is fitted out everything will move in peace and harmony.

While they extend credit upon the most liberal terms their credit department is distinctive by reason of their admirable policies. In case of unforeseen illness, accident or other unusual circumstances they are always most willing to arrange everything as easy as possible for their patrons. These policies have been responsible for a large portion of their tremendous patronage. Customers have found that at this establishment interest is personal with consideration for each individual patron.

When you call at this popular store you will find the management and assistants courteous and accommodating, and you will know that the prices denote real and true value, for this store has established a reputation throughout this section for fair dealing and one price to all.

Service is the watchword of this store and has been responsible for the phenomenal growth in their business. They can furnish you with anything you desire in the furniture line and the management of this store has made a study of furniture during all the periods of history, being thoroughly familiar with the settings also and can furnish very attractive rugs that correspond with the style in which you desire to furnish the room or house.

Their service is efficient, pleasant and satisfactory and no matter whether it is one piece or a suite that you are looking for they will be pleased to give you the same kind of service.

NATIONAL SCHOOL OF COSMETICIANS

ON THE TENTH FLOOR OF THE BROADWAY BUILDING IN PORTLAND IS THE RECOGNIZED SCHOOL FOR THE STUDY OF ALL BRANCHES OF BEAUTY CULTURE—THE MODERN WOMAN'S PLEASANT AND PROFITABLE PROFESSION—SPECIALIZING IN THE MOST ADVANCED SYSTEM—OFFERS GREAT ADVANTAGES OF TRAINING FOR WOMEN IN THIS LOCALITY—THE ONLY SCHOOL IN THE NORTHWEST TEACHING MARINELLO SYSTEM OF BEAUTY CULTURE—ALSO INSTRUCTIONS IN FRIGIDINE PERMANENT WAVING—AN AUTHORIZED SCHOOL UNDER EXPERT PROFESSIONAL DIRECTION—PHONE: BEACON 4578.

Not every girl is fitted either for domestic or commercial work as a means of livelihood and beauty culture opens an avenue heretofore meant for a few. With the advance of

Reining also restores the fur coat to its original newness and the reasonable prices on relining add greatly to their attractive service.

Reiner's Fur Shop is under the personal direction of K. C. Reiner, the proprietor.

Due to their upstairs location, Reiner's Fur Shop is able to offer furs and fur garments at prices far below those forced to pay high rents.

When you purchase fur garments from them you know you are getting the best—that they are just what they told you they were and that as long as you wish to wear the coat you have their continued interest in giving you the best service. Their trustworthy and honorable methods have brought them much trade not only from Portland but from all over Multnomah and Washington counties.

They are widely known throughout this community and women who are looking for quality, good style and sensible prices form their ever increasing patronage.

at the same time secure practical experience. The average time to complete a course of study is six months.

This is the only school in the Northwest teaching Marinello system of beauty culture. They also offer instructions in Frigidine permanent waving.

A course in the study of beauty culture by the National School of Cosmeticians includes bleaching, clipping, beauty packs, hair cutting and curling, violet ray treatments, water waving, eye brow arching and hair tinting.

You can reach out for better surroundings by becoming a professional woman. Every woman owes herself the duty of self improvement. The success of the graduates of this school attests their ability and desire to help you. You may visit or write them without obligation.

The National School of Cosmeticians is under expert professional direction of Mary Emily Newman and merits the success which has been

earned in taking up the work can do so theirs.

Through the progressive efforts of this valuable institution the younger generation of the state are offered the educational advantages of a modern metropolitan city. It is not often that counties, like this can boast of such an up-to-date institution as liberal support from the people of this one. Not only can the young men and the young women of this county secure a general education, but through this business college they can prepare themselves for their life's work.

The Northwestern School of Commerce furnishes trained office help. They have evening classes as well as day classes in business accounting and secretarial training.

Night classes are conducted here through the year the school is in operation. The fact that local boys and girls have the advantage of night classes is a very unusual feature and one that many are embracing.

This is a day and age of business efficiency. The man or woman who is not prepared to keep pace with the demands of the present day business efficiency is soon lost in the hurry and bustle of modern methods. It is not necessary that one become a machine, but it is absolutely essential that every one who wishes to be successful in a business have practical training education, and such training can only be secured in an institution devoted to preparing its

management of this college is progressive, able and efficient and has been built for themselves and institute a reputation of accomplishment and honesty and the untiring efforts merit of such an up-to-date institution as liberal support from the people of this one. Not only can the young men and the young women of this county secure a general education, but through this business college they can prepare themselves for their life's work.

This business college is the home of opportunity for young men and women in this part of the state. The best advantages are offered students and every advantage for a thorough business training is afforded students of this institute. Upon completion of studies they are assisted in securing a good position.

The college is the equal of any business college and specializes in keeping all their equipment, text books and instructors in accord with the rapidly advanced times. Everything new in business can be learned here. The most efficient methods for the expeditious conduct of modern business are instilled into their students. That is the reason that the students from this institute can be found as the leaders in all walks of business life.

Multnomah and Washington county people interested in a business course are invited to write or call at the office of Charles F. Walker, the principal of the Northwestern School of Commerce at Broadway and Salmon Streets in Portland.

Oregon Auto Wrecking Co.

A Prominent Concern Located at 435 East Clay Which is a Headquarters for All Makes and Models of Automobiles, Garage Men and Owners Finding That They Can Save Both Time and Money in Securing Parts by Calling Here First—Phone: East 8700—Also Have Large Stock of Used Accessories and are Always in the Market for Used Cars—If it is a Part They Have It—They Wreck Hundreds of Cars Each Year and Have a Stock of Used Parts That is Certain to Meet Your Demand.

This establishment is one of the strictly up-to-date and highly efficient auto wreckers of this section and they are prominent citizens. What you would expect of such a progressive establishment you will find here. And let us assure you that the charges will be moderate and the service satisfactory.

The telephone number for the Oregon Auto Wrecking Company at 435 East Clay in Portland is East 8700.

They buy old and used automobiles, paying the top of the market for them. This place is an auto wrecking establishment and thus has a large stock of parts. It makes no difference what the name or the model of your car, if you need a part for

it see them. And if you want to dispose of it don't worry if it is about "all in" just see this firm and you will be pleased and surprised at the price they offer.

They have parts for all makes and models of automobiles at prices which will save you many a dollar. Both garage men and owners have learned that it PAYS both in TIME and MONEY to see them about parts. When you break some part of your car or discover that some worn part should be replaced it's better to call them first. They save the motorists of this community thousands of dollars by selling parts at reasonable prices. It costs double and sometimes triple to send to the factory for car parts. They have used parts for most every make of car and truck, and nine times out of ten you can secure the part you want from them.

We take pleasure in this business review in directing your attention to this concern. The proprietors are some of the well known business men of these parts and take an active interest in the onward progress of this section of the state, meriting the leading position now held in the business life of this section.

District Attorney—"What possible excuse did you fellows have for acquitting that murderer?"

Juryman—"Insanity."

District Attorney—"What! The whole twelve of you?"