

THE LAIDLEY CO.

GENERAL ELECTRIC REFRIGERATORS

They now feature a three year guarantee and lower prices.

There is no service more typical of the development of the present day civilization than that of The Laidley Co. at 1011 st and Taylor in Portland, who are aiding in the making of homes more cheerful and luxurious by their distribution of the General Electric Refrigerator.

There is no invention in recent years that has been given a more enthusiastic reception by the modern housewife than the General Electric Refrigerator and its popularity in this territory is increasing by very rapid strides.

This refrigerator is made for both city and rural use and any place where there is any kind of power it can be operated successfully. It comes in very handy in the country where the securing of ice has always been a hardship. In the conduct of the kitchen it makes the housewife master.

It offers: faintly cubes of pure ice, made in your own home, tinted at you choose—the modern way to ice and serve cooling drinks. Delicious frozen salads and desserts may

be served from handy refrigerator ice trays. Just a few of the delightful things a hostess can do with General Electric Refrigerator.

Nothing to watch: The refrigerator runs itself, and safeguards the health of your family. You are forever free from the uncertainty and inconvenience of ice. No more ice cards to hang out, and perhaps forget. No ice delivery to prepare for and clean up after. You can leave the house with no worry about the food left in the ice box. This refrigerator will keep it fresh and tasteful until you return.

They offer complete service in the installation and seeing that everything is in order for its successful operation. After their installation force leave there will be no trouble and if anyone should not understand its complete operation they give the most accommodating service.

In making this review we are glad to point out the advantages of this marvelous invention and to predict its practical universal use in the no distant future. They are in line with modern ideas and should be seen and investigated by all the housewives in this section of the country.

Riverview Dairy

This concern shipped over five thousand cases of cream to Cuba which came from the Hillsboro plant. Over two and a half million dollars were paid farmers of this part of the state for their cream. Riverview eight per cent of the stock of this company is owned by Oregon people. Located at 1030 East Morrison in Portland.

This place is one of the very prominent and sanitary institutions which has aided in the upbuilding of the community and renders a valued and essential service in furnishing their milk and cream and are admirably equipped to serve the trade which they supply over all

this section. It is a well known fact that no one industry in the vicinity has made more rapid progress as an important industrial factor during the past few years than this company whose model plant is one of our most valued industrial assets. Since the location of the plant it has been continually improved, due to the rapid increase of business, until today the plant from every standpoint is the equal of any similar industry in the country, while its celebrated products are sold over very many of the retail counters throughout this section of the country and thus does much to advertise the community

from a successful standpoint. It is being recognized more every day that the people should eat more ice cream than they do. It is both a food and delicacy and while it answers all the uses of a dessert it has none of the ill effects. Authorities in all parts of the country are recommending it for greater use. It is easily digested and has great nutritive powers.

This well known concern is one of the most prominent in this part of the state. Its plant is modern and up-to-date in every particular, clean and sanitary throughout. The business is conducted along progressive lines and we are proud to say that

it is a credit to this section of the country.

A special feature is their service to mothers. Many mothers of so-called "bottle fed" babies have found that few concerns are so painstaking in their service as this one. Every effort is exerted to give the most complete and satisfactory service as possible, especially in the furnishing of their wholesome milk for babies.

The management has always had at heart the best interest of this section and has done the best at all times to serve the people to the best advantage. Under the acute business direction this firm has prospered and expanded.

Decker Business College

ESTABLISHED 1913

Headquarters in the Guardian Bldg. in Portland. This college offers the advanced courses which conform to modern methods.

This modern and efficient business college holds a prominent place in the educational world, providing the more advanced courses conforming to the business methods of today. Their increased enrollment demonstrates the popularity this college has gained by graduating pupils a majority of whom are today employed in the higher stations of life.

An exceptional feature of this school and one that is invaluable to the prospective student is that the management assists the graduates in securing suitable positions.

Through this valuable institution the young people of this section can avail themselves of educational ad-

vantages equal to that offered in the metropolitan city. But few communities the size of this can possess such a convenient and complete business college as this one. Here the ambitious young man or woman may equip themselves for their life-work in a clerical capacity which is in a rapid line of advancement to an executive position.

In these modern days of practical business efficiency the person who fails to prepare themselves in keeping abreast of times by a thorough and practical course of instruction soon falls by the wayside. In every line of endeavor it is the one who is especially trained and fitted for the work that proves the most valued employee.

A business training will enable you to handle yourself and the many

responsibilities that comes to you with skill, assurance and success. All you need is a clean character and the determination to make something of yourself.

This institution is far superior to the average business college and provides up-to-date equipment, modern text books and efficient instructors. The most expeditious and practical of business facilities are here employed by the instructors in preparing the student for a place of responsibility in the realms of twentieth century business activity.

The management is composed of men of unusual ability who have established for themselves and their valued school an exceptional reputation for modern and efficient instruction. They will merit the enviable position they occupy in the

estimation of the general public.

It does not require a large sum of money to secure a practical business training here. Out of town students have in numerous instances procured congenial employment to help pay expenses. Easy terms can be arranged for the tuition when so desired. Good positions by the hundreds await those who qualify for office. All students have the benefit of the school's employment bureau absolutely free.

Do not delay. Get in touch with the management, tell them about yourself and your particular desire and you will be advised frankly.

The Decker Business College will regard your case as confidential, and will explain to you fully just how to go about it to secure a business education.

J. C. DENNIS CO. Inc

STOCKS—BONDS—INVESTMENT SECURITIES

A prominent brokerage concern in Portland at suite 1027 Pacific Bldg. This firm offers the public a selected list of investments.

Here among institutions of its kind in the states, there are, indeed, few that can show more substantial progress and growth than this well known and reliable establishment engaged in the sale of the better grades of the various bonds, mortgages and securities of the country.

From the date of organization, up to the present time this company has been noted for their sound, careful and conservative business methods, meriting in a marked de-

gree the confidence of their patrons and the public at large.

They have always been an important factor in the promotion of the commercial and financial life of this section, as they have pointed the way to hundreds in securing very satisfactory investments.

In the act of investing money, reliability is the first consideration. To assure the greatest measure of satisfaction, careful selection of the investment house is of supreme importance.

The average investor is not in a position to base his selection of a bond upon personal examination. His wisest course, therefore, is to

invest in only such securities as are offered by a responsible house with a long and successful record.

The thorough application of these old and tried principles has been made possible through their first-hand knowledge of the investment world. Added to this is their judgment, tempered and matured by means of diligent study, research and experience in the security and investment features of banking.

Securities purchased here embody the merits of unquestioned security, prompt payment of principal and interest when due, and fair interest yield, with a satisfactory, steadily broadening national market. Pat-

rons of this establishment have come to realize that securities sold here have been thoroughly investigated, judged and approved by an organization which stands alone in its expert, specialized, technical knowledge, unique in its personnel, unique in its experience gained through the years of successful operation.

It is most fitting and proper in this business review of our commercial progress, that we direct the attention of all of our readers to J. C. Dennis Co., Inc., as one of the distinctive features of the state's financial efficiency and one of its most valued assets.

Albers Bros. Milling Co.

FLOUR—FEED—CEREALS

In Portland at Front and Broadway Few, if any, firms and grain dealers in this section of the country have attained the prominence in this locality that is awarded this popular establishment. Maintaining an up-to-date establishment for the accommodation of the public this progressive business firm has an enviable record for the highest quality flour.

Insisting that everything about their place be in accordance with the most modern, scientific ideas regarding sanitation they have thus assured the public that flour coming from their place is pure and wholesome.

Nor have they seen fit to take advantage of the general tendency to raise price needlessly as have many dealers, but on the other hand have

been most moderate in their selling. Their brands of flour are made from the choicest of wheat obtainable regardless of cost and it is found always to be of the same uniform high quality.

The plant of this firm is thoroughly equipped in the latest and most scientific manner for manufacture of the finest of products. Everything about the place making for the best of sanitation and this coupled with the fact that they use only the choicest of grain and have in their employ men who are thoroughly abreast of the times insures the public of a quality of flour that is unexcelled.

While a large part of their product is shipped out of the country

and their large industry brings much trade activity to the country yet their famous products are the favorites of the farmers of the county and have a large and ready sale at home.

It is incumbent upon the people of the county to boost for county products on all occasions and thus aid in the bringing of trade activity to this section of the country.

In making this review of the on-ward progress of this part of the country we are glad to call to the attention of the people the advantages accruing to the public by the location of the Albers Bros. Milling Co. and wish to compliment them upon their high class products and to refer them to all of our readers.

ROBERTS MOTOR CO.

FEDERAL TRUCKS

In Portland at 325 Pacific.

No one who watched almost with astonishment the long, long lines and the great fleets of motor trucks during the war can ever doubt the value to civilization of this modern means of transportation. Motor trucks have truly brought about a revolution in transportation. As a matter of fact, none except those of us with vivid memories going some twenty years back can remember how we got along without them.

In great cities in early morning hundreds of them leave the delivery entrances of great department stores to carry purchases of the previous day to homes and residence sections in suburbs. For heavy loads and light loads which have to be carried where ships cannot sail and trains cannot run, the motor truck is indispensable.

Although to the average man one truck looks very much like another except that one is heavy and one is light, it is not to be forgotten that, just as there are pleasure cars and pleasure cars, there are motor trucks and motor trucks. Those on farms and in urban business in this community who have need for motor transportation are indeed fortunate in having located here a firm which carries the best that the motor truck industry has to offer. Whatever your transportation problem is, they are prepared to solve it for you in the way of a motor truck. You may be sure of dollar for dollar value when you buy their line.

Not only do they offer the best that money can purchase, but they have a complete service station at your command when new parts are needed or when the slightest adjustment is desired.

They are furthermore, men who have learned their job. They are not just mere salesmen. They have studied this problem of transportation and they will be glad to give you, free of charge, expert opinion as to how you may take care of your transportation problem where motor trucks are involved. That they have performed their service successfully is evidenced by the daily testimony of the users of their trucks and by the hundreds of them which daily go over street and highway.

They are not just business men. They recognize that their residence in the community places upon them a certain responsibility. To the community from which they take their sustenance they therefore give back all that they can in business and out. Respected among business men, admired by their friends and acquaintances their value is truly great.

SELLWOOD HOSPITAL

Located at 575 Harney st., across the Sellwood Bridge.

In a review of this part of the country there is no institution more worthy of mention than this foremost hospital.

Without health all the other gifts of life are worthless. Human nature seems to be so constituted that we mortals do not realize the truth of this statement until it is too late. Health is one of those things—like a good wife—not appreciated until it is gone.

Perhaps you are feeling run down generally. You don't seem to have your normal amount of energy and push. Your work drags. You cannot sleep at night. If you sleep at all, you do not feel fresh when you awake in

the mornings. What you need is the care of an efficient hospital staff.

This hospital offers the patient quiet, rest combined with every modern method of treatment and diagnosis. Laws of nature and principles of science are co-ordinated in the most effective care of the patients.

Their modern building is completely equipped for all kinds of non-contagious diseases. Special development in the laboratory and diet kitchen makes systematic study and rapid results in treatment possible. This hospital contains complete operating departments, nursery and examining departments.

The maternity ward is a special feature where the finest care for the mother and baby may be had.

This modern institution contains quarters for the reception of cases requiring personal care and individual study. We are glad to compliment this institution on its surroundings and their work in the relief of suffering humanity.

It has been built up to its present high standard by the tireless efforts of its efficient staff and the years that have been spent and the results that have been obtained deserve the praise of all.

The hospital has most efficient laboratories and is equipped to take care of out of town patrons in a prompt manner.

This hospital is a credit to this section of the state and deserves the support and backing of every citizen.

KEYSTONE STABLES

At 1090 Powell Valley Road in Portland.

Offers the Farmers and Business people of the community a most advantageous market for Horses and Mules, conducting sales and exchange business. Have all sizes, colors and prices. All stock as represented. They are authority on the value of horses and accurate on appraisals.

From almost the beginning of organized society the sale house has been one of the centers of activity that has aided in the progress of the community and been a meeting place for the buyer and seller to whose mutual advantage it was to make an exchange.

This well known concern is more than an institution of their own city as their activities extend for many miles in all directions and the buyer and seller alike journey here to do

buying and selling. Offers a complete service, having all the room necessary to keep all stock until it is sold. The stock is kept under cover and shown to the best advantage.

They buy and sell horses and are conducting a growing business in this line. All animals are guaranteed to be as represented.

They are well versed in values of any kind of horses and thoroughly understand the breed and care as well as to tell just what condition they are in their age and their ability to be of service.

The reputation of this house for fair and above board methods, its general usefulness as a meeting place for the buyer and seller has brought it an ever increasing patronage from all over the surrounding territory. People recognized that this is by far the best method to dispose

of stock and thus its popularity is ever on the increase. It takes a long time to find a buyer by personal sale and here there is always someone ready to pay cash on the spot. It attracts buyers from all over the country to the city.

They buy horses and mules from all the surrounding territory and furnish them to the farmers and business men at prices that are very reasonable. The management of this establishment are excellent judges of all kinds of horses and mules and are able to supply the public at prices that are very reasonable.

We are glad to compliment the Keystone Stables upon the service they are rendering the people and would suggest to people of this part of the state to drop in and talk with the management the next time you are in town and learn the advantages of this service.

Independent Stage Co.

Office, at 404 Alder in Portland. Probably no feature of the advancement of commercial and social conditions in the United States so clearly demonstrates actual progress as the improvement made in transportation facilities. From the days of the old stage coach to the modern motor bus is a long jump, but America has made it in a few years and today every progressive community provides excellent motor bus service.

This firm operates one of the most popular of the bus lines of the state and has left nothing undone in their effort to provide a service that is both modern and satisfactory. They maintain a regular schedule between the points on their line and their buses leave and arrive at the various points at stated and regular intervals. You can always depend upon their buses being on time and

they are operated so frequently that you can ride at your own convenience. The busses themselves are modern motor transportation vehicles, especially designed to meet the requirements of this company and its passengers. They are large and roomy; well ventilated at all times and well heated in winter. They are equipped to render your ride a smooth and comfortable one and the drivers are both careful and cautious.

There is no more satisfactory means of transportation than that of the modern motor coach type this company conducts where the policy of courtesy and service is maintained. Their motor coaches are not only modern but are also clean and sanitary and their employees are at all times pleasant and accommodating to the traveling public.

This concern aids in no little measure the progress and expansion of this and the territory it serves.

It is a great convenience to the working people to get to work on time, to the shopper, the sight seer and the general traveling public, aiding in both the social and business life of the people. Everyone in the vicinity should occasionally take a trip over the line and see the wonderful development and how the territory they traverse is being built up. Real estate has become more valuable all along the line by reason of their service.

In this business review we wish to compliment them and suggest to our readers that a good way to promote the further progress and expansion of the community is to patronize this bus line whenever they are going to these cities or intermediate points.

Bates Motoramp Garage

A complete body and fender repair service including fine auto painting. Located at 386 Taylor in Portland. They feature a 24 hour service.

Their service is prompt and courteous and they have provided every modern convenience for their patrons. You can drive your car in here, have it washed, greased, and polished according to your own idea. One of the main features of their business is the storage of automobiles. The rates are very reasonable and you can store your car in here for a few hours or for months.

Shoppers will find it very convenient

to leave their car here while in the city. You will eliminate that old troublesome task of looking for a parking space and save the chances of having your car stolen. Then, too, you will not be bothered by the traffic and having a fender crushed or the body scratched.

Another convenience you will find evident is that while shopping, happen to have a number of bundles and packages that you can leave them at this garage to be placed in your car while you attend a show or go on any errand you may find necessary.

Their storage facilities are excel-

lent. They have a large, well conducted storage room for cars and they are responsible and reliable and the rates are very reasonable. So when you are in the city you need not hesitate to leave your car with this concern.

The proprietors are well known business men and progressive boosters for their home community. Their establishment is one of the leading auto storage places of this entire section and in this business review we are pleased to compliment them upon the metropolitan service and the quality and satisfaction that they are rendering the automobilists

at their modern establishment in this section.

It makes no difference what make of car you may be driving or what reputation it may have for service or sturdiness, the years of service obtainable from it depend largely upon the care that has been taken of it and the class of service it receives in the hands of mechanics.

Courteous service, adequate accommodations and the lowest cost consistent with a high quality of work are necessary attributes to such a policy, and this paper feels sure that the public is glad to respond to such a policy.