

PORTLAND WOOLEN MILLS INC.

The Portland Woolen Mills Inc. located in Portland at St. John's Station is a twentieth century industry under the able direction of men who have always had at heart the best interests of the community in which their valued enterprise is located and one of the firms that keeps the wheels of progress turning in this section.

This is one of our most flourishing industries and is fully worthy of more than passing notice at our hands for not only is it one of the leading concerns engaged in its especial field of endeavor in the country, but its products have gained a wide reputation for general excellence and are considered a standard product among the trade in the country over.

It may be of interest to know that the idea of this enterprise originated in the resourceful minds of energetic business men. With a restless ambition, a broad vision of the future of the industry of the country, they turned their trained and creative minds to the production of perfect products.

Today it is one of the most substantial concerns engaged in this manufacture in the country and its phenomenal growth is the result of hard work on the part of its officers.

Each year they use three million pounds of Oregon wool, thus making

a ready market for the sheep grower in this section. See them when you have wool to sell as you will find them ready and willing to give you the best market prices.

Expansion plans gave this company one of the most modern plants in the country. It is one of our busiest bee hives of industry. It is a model establishment of its kind and is an ideal place to work.

We could write many columns and then not tell you of all the good that this modern industrial concern has done for this section. It has become so much a part of the every day life of the people of the community that many have come to regard it as a "matter of course." It is well to pause occasionally and consider what they mean to us.

To maintain it means the continuous encouragement of all in the community, the assured expansion of this entire section and the onward progress of industrial, commercial and social development.

In this review of our onward progress we cannot fail to compliment the Portland Woolen Mills Inc. upon the manner in which it conducts its industry and to say it has been a decided factor in the industrial life of the community.

PLANCICH FISH CO.

Located in Portland at 84 S. W. Front Ave.

When this well known firm started in business they determined to handle a complete fish line. They know this business thoroughly and arranged to offer the best there is. But they did not stop there for this firm was indeed wise in their business and appreciated the necessity of real manumous service. They equipped themselves to furnish the trade with service second to none and the success of their enterprise since they have been in business testifies to the wisdom of their course.

Whether it is breakfast, luncheon, or dinner, a little "spread" or a banquet it matters not to the housewife who puts good food into her menus and prepares them correctly and this establishment is headquarters for hundreds of people who know and appreciate good sea foods. They deal with the largest concerns in buying

their daily stock and which is sent to them directly from the waters.

They are prepared to give you any and all information regarding products they offer for sale and they consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt or hurried reply.

A courteous response with comprehensive knowledge is returned to every request and you are not obligated in any way merely because you asked questions.

The leading health authorities of the country advise the public to eat more fish. They contain the proper amount of iodine the body demands. By that standard the average length of human life will be prolonged.

The Planchich Fish Co. have always had at heart the best interests of the country and have done the best at all times to serve you dealer to the best advantage. Under the acute business direction the business has always prospered and expanded.

CHESTER A. SHEPPARD

Attorney

The history of our country from the beginning, shows that many of the keenest minds of every generation, have been attracted to the legal profession. This is, perhaps, a natural condition, since in that field exists the greatest opportunity for the exercise of intelligence and talents for the service of mankind. Whatever may be the chief factor contributing to this condition, it is an established fact that in mentioning the names of a given number of people who are entitled to classification as the most useful citizens of the city of Portland the members of the legal fraternity loom large.

Among the members of the Portland bar, who by their achievements are entitled to more than ordinary reckoning, is Chester A. Sheppard, one of the most prominent attorneys in the city, with offices at 1208 Public Service Bldg. Broad of vision, keen forceful and energetic.

Chester A. Sheppard has advanced to his present position of leadership in his profession by the constant pursuit of those ideals which actuated the efforts of the early lawyers of the province in founding the bar of the commonwealth. It is such useful men of affairs who are factors to be reckoned with in the advance of our community.

Score For The Barber

"I want a shave," said the determined young fellow as he climbed into the barber's chair. "No haircut, no shampoo, no rum, witch hazel, hair tonic, hot towels, or face massage. I don't want the manicurist to hold my hand, nor the bootblack to handle my feet. I don't want to be brushed off, want a plain shave, with no trimmings and I'll put on my coat myself. I just understand that?"

"Yes, sir," said the barber quietly "Lather Sir?"

Don't Blame Dad

"I desire to ask your daughter to be my wife," said the young man.

"Well, don't get me mixed up in it," said the father. "If you don't get along together I don't want you to have a chance to say it was my fault."

Everything Handy

The tourist rushed into the country store. "I wanna quart of oil, some gas a couple of spark plugs, a timer, a 5-gallon kerosene can and four pie tins."

"All righty," replied the enterprising clerk. And you can assemble her in the back room.

Evidently

Ex-Gov. Bilbo, who says he will out do Huey Long if he gets into the Senate, evidently merely overestimates his capacity.

Wide Awake Girl

A young man had been the adopted candidate for two months and a social gathering had been arranged "for the new voters to meet him." He asked a young lady for a dance during the evening, and as they were dancing he thought he would improve the shining hour.

"Are you interested in politics?" he asked.

"No," replied the sweet girl. Are you?"

Miss-Understood

"You say your engagement was broken as a result of a misunderstanding?"

"Yes," replied the girl with weepy eyes. "I told him I never wanted him to speak to me again—and he thought I meant it."

The Demure Past

Miss Prim (reprovingly) — Your grandmother would have objected to being photographed in her bathing suit.

Miss Pert—If you could have seen grandmother's bathing suit you would not wonder.

Mother's Part

"Where's your sister?" asked the girl who had just arrived.

"Playing bridge in the parlor."

"And your mother?"

"Playing Bridget in the kitchen."

J. N. Hart

Attorney

The legal profession of America, more particularly of Portland bears an anachronistical relation to the other professions; for today as centuries ago, the lawyer is still a lawyer. This day has witnessed no change in the counsellor. The medical profession has been divided into groups, of homeopaths, allopaths, osteopaths, chiropractors and other "paths" but the lawyer retains his individuality. The cubists and futurists have divided the artists into groups and the free versers have played havoc with poetry, but a lawyer is still an ethical member of the honorable and ancient calling. The Portland lawyer typifies the representa-

tive lawyer of America, for he rigidly adheres to the traditions and ideals established by the early founders of the commonwealth's bar. An illustrious example is found in the career of J. N. Hart whose offices are located at 515 Railway Exchange Bldg. in Portland.

He is skilled in all the intricacies of the law and is well versed at citing precedent and is apt at repartees. He is prominent in the social and civic life of the city and is a man ardently imbued with a strong sense of public spiritedness, which he never fails to exercise in behalf of the commercial moral and industrial growth of Portland.

Fighting

"Rastus," said the judge, "you are accused of disturbing the entire neighborhood on Tuesday night. What have you to say for yourself?"

"Well, sah, judge, it was dis here way, Me and Lucy had an argumint. She called me a alzy loafah, an I slap her down flat. Up she hops an' smash a plate on ma head an' drop me flat. Den I rise up an' welt her one wid a chiah; an' den she heave a hot teakettle at me."

"I see," said the judge. "Then what happened?"

"An' den," said Rastus, "we gits mad an' starts to fight."

No Quarter or Succor

Indifference is sometimes acquired at a very young age, and we have as example the little boy who said to his father:

"Say, Dad, that apple I just ate had a worm in it, and I ate that too."

"What?" said his startled parent.

"Here, drink this water and wash it down."

But Junior shook his head. "Aw let 'im walk down."

"Have you done so Freddy?"

Credit

Answering an inquiry from a New York firm as to the credit standing of one of his neighbors, Lincoln, before his election to the presidency wrote the following reply:

"First of all the man has a wife and baby; together they ought to be worth \$500,000 to any man. Secondly, he has an office in which there is a table worth \$1.50 and three chairs worth, say \$1. Last of all, in one corner there is a rat hole which will bear looking into."

Learning Fast

"Well, what are your views on matrimony—now that you have been married a week?" a friend asked of the happy groom.

The happy groom responded, "I've got far enough to discover that it is much easier to follow a woman than it is to lead her."

Worried

"Darling," replied the lady, "you must forgive me for acting without telling you, but that dreadful cough of yours has bothered me so lately, and I have been so worried!" She threw her arms about his neck and sobbed: "What should I do if I were to lose you?"

New Species

"Tommy," asked his Uncle Harry, "how many birds did you learn while you were on the farm this summer?"

"Nine," replied Tommy promptly.

"Eight," corrected his mother.

"I do too know nine," protested Tommy.

Old Stuff

"It says here the new fall styles will make the women look taller," she remarked.

"Oh, yeah?" he grumbled. "Well paying the bills for 'em will make their husbands shorter, not merely look it."

Competition

"I am just in love with that even ing coat."

"Then come away, or I shall be jealous."

No Discrimination

"I just saw you kiss my sister."

"Here! keep still; put this half dollar in your pocket."

"Here's a quarter change—one price

PACIFIC RADIO CO. & PARCO SOUND SERVICE

Realizing that the proper installation of the aerial and general maintenance of the set are of the utmost importance for the finest results, this firm operates a complete radio service. No job is complete until the set is properly adjusted and working perfectly in accordance with the practice of the best radio engineers.

Many people of this community who own fine radio sets find trouble in keeping them in proper adjustment, and as a consequence miss many interesting programs. Call the Pacific Radio Co. and Parco Sound Service located in Portland at 1526 S. W. Washington St. on the phone or write them, and immediately an expert radio repair man will come and put your set in perfect working order.

The service of this firm is available for the erection and alteration of aerials, repairs and testing of sets and free suggestions as to the newest hookups, selections of suitable accessories, etc. It is under the direction of expert management that is enthusiastic in the radio field and keeps abreast of the newest developments as they appear.

A comprehensive knowledge and technical training in the business has taught this reliable firm that one small accessory of doubtful quality can spoil an otherwise fine set. Therefore it offers for sale only radio accessories that are thoroughly high grade.

So great has become the radio business of the nation that the modern radio service station is an essential factor in every community. A radio serves its full purpose in the country or suburban home. The Pacific Radio Co. and Parco Sound Service has become so proficient in their chosen field of endeavor that we do not hesitate to recommend them to any of our readers who may need their radio sets repaired or adjusted.

We wish to compliment the management of this local firm upon the reliable service it is rendering the public and suggest to all readers that they pay a visit to this establishment to see the wonderful revelations in radio repairing which ranges in price most satisfactory to the purse.

The Realist

Couch: Suppose it was fourth down on their 15 yard line with the score tied and three minutes to go. What would you do?"

Fourth String Quarterback: "I'd slidedown farther on the bench to get a better look at the next play."

And is That Pork!

Fraternity House Manager: "We're having guests at the house tonight. Got any good pork?"

Butcher: "Good pork?" Say, I've got some pork that will make better chicken salad than any veal you can buy!"

Exchange of Compliments

Professor—"Have I told this joke in class before?"

Class (in chorus)—"Yes!"

Professor—"Good. This will make twice. The third time you will probably understand it."

Don't Try it on the General

"Hello, Jackson, old man, how are you?"

"My name isn't Jackson, it's Johnson."

"Same thing! I was just being a little familiar that's all."

Query

Judge—Have you ever been up before me?

Culprit—I don't know, judge; what time do you get up?

A Wise Move

"Your husband is very ill. You must take every precaution."

"Yes, doctor, I will cancel the order for my new dress at once."

C. H. WESTON CO.

Insurance

The C. H. Weston Co. located in Portland in the Times Bldg. is one to whom the people of this section look toward for insurance, as they are among the most prominent underwriters in this part of the country.

Offering not only large and strong companies, but a service that is both magnanimous and metropolitan, they have an enviable record of service to the public, during the time they have become one of the most prominent and reliable professional firms of this part of the community.

Representing as it does some of the largest, strongest and most popular companies in the country, it is not surprising that this well known insurance office is operated by insurance experts and enjoys a large patronage of the insurance business in the community. But the unusual success that this insurance office has achieved is due in a large measure to the fact that it appreciates the value and necessity of real magnanimous service in the business.

Ever since this concern began op-

eration it has been at the service of its patrons at all times, willing and anxious to give any information desired and assuring all persons that no obligation was incurred merely by the asking of questions.

Courtesy and accommodation have been the by-words of their progress and the hundreds of clients who have consulted and purchased insurance at this office are enthusiastic for this commendable policy, which has ever been increasing the patronage of this establishment.

There can be no question but that this is the day and age when insurance is one of the essential necessities of every individual. This office offers its patrons the services not only of insurance experts but of companies that enjoy enviable reputations throughout the country.

We wish to compliment the C. H. Weston Co. upon its standing in the business and professional world of this section of the state and to refer the place to all our readers as one worthy of the fullest consideration.

WILLIAM SCHEINBAUM SHENKER

Attorney

William Scheinbaum Shenker is one of the most prominent members of the Portland bar, and whatever hobbies he has, or what pleasures he pursues, outside the law, it is difficult to determine, unless it be his interest in the progress of the community. He seems to give his entire energies to untangling other people's woes. This is certainly one phase of a lawyer's life which bears the scent of air of altruism. Of course they get paid for it; but the disposition to help others over the rough places of life, must be in-born and cannot be bought like so much merchandise. It is too ethereal for weights and measures. Lawyers should be given credit for what they do; for motives ineradicably associated

with their personality. Of this type is William Scheinbaum Shenker and he is the better liked for it throughout the entire community.

His capacity for hard work is phenomenal. He follows the course of logic as applied to many details that would be bewildering to any but the well trained. In his present enviable position, the scope of his activities have been widened of course, but cannot be said to have been deepened, for his habit of mind has led him to go to rock-bottom in regard to every proposition or problem with which he has had to deal. His leadership is the result, and a lifetime experience alone can put a man among those in the front rank. His offices are located at 418 Pacific Bldg. in Portland.

MONGRAIN SHINGLE CO.

Located in Portland on Columbia Blvd. and Vancouver Ave. on Route 4-B-1031.

This up-to-date establishment is one of the leading concerns of this part of the state and enjoys a large and well satisfied patronage in this section.

This company is known throughout this section as a prominent firm in the business. The prestige of their great volume of business and years as the prominent firm in this line, the practical knowledge that has won for them the recognition of the country at large and the patronage of thousands, all adds to the progress and prosperity of the community in which their modern establishment is located.

This section is indeed fortunate to have such a progressive firm to serve it in this line for it adds in no little way to the progress and prosperity of the community.

If you want anything in this line telephone them or call at their establishment, and then when you have decided what you need, you can depend on it that this well known firm will see that you get it.

The Mongrain Shingle Co. is extremely courteous and efficient to a marked degree. The management has surrounded themselves with employees thoroughly conversant with every feature of the business, and as a result work moves along in a most satisfactory manner.

SAMUEL B. LAWRENCE

Attorney

The lawyer is one of the most valuable adjuncts to the community. Unquestionable as is the truth of this statement, he is usually the last to receive credit for it, in the minds of the community at large. The constructive service rendered by the lawyer is unsurpassed by that of any other business or professional man. His is the duty of upholding the laws for the safeguarding of modern civilization, and it is to him that credit is due, and should be given, for a great many advantages. One of the leading lawyers in Portland and of the entire country for that matter, is Samuel B. Lawrence whose offices are at 712 Sweetland Bldg.

He is generously possessed of those attributes that make up the typical, modern lawyer, of high, ethical standards. The truth of this is evidenced by the large number of clients he is able to serve satisfactorily and capably, leading them safely through the tantalizing mazes of the law, in all its intricate phases. This is the type of lawyer who does a good deal more than merely conduct a practice which he finds lucrative. He performs a public duty, altho the nature of his practice is more or less private. And in addition Samuel B. Lawrence is one of the most public spirited citizens in town, so what more could be asked of any man.

Safety First

Judge—I cannot conceive a meaner, more cowardly act than your of deserting your wife. Do you realize you are a deserter?

Prisoner—Well, judge, if you all knowed dat lady as I does you sho wouldn't call me no deserter. Ah's a refugee, dat's what Ah is."

In Chicago

Wife: "What in the world are you doing to the door with that saw?"

Hubby: "I'm making it higher for all those long-eared jackass relatives of yours who want to stay with us when they come to see the World's Fair!"

Modern Youth

Teacher—Give an instance of a soul without a body.

Pupil—An angel.

Teacher—Now give an instance of a body without a soul.

Pupil—A credit man.

More Appropriate

A photographer was taking a picture of a father and his college-boy son. The photographer suggested that the boy stand with his hand on his father's shoulder.

"More appropriate," said the long-suffering parent, "if he stood with his hand in my pocket."

Shoddy Sheep

Old Lady (visitor on dude ranch)—"What's that funny stuff on the sheep?"

Guide—"Wool."

Old Lady—"Wool? Huh, I'll bet it's half cotton"

Big Poultry and Egg Man

"We have an idea," observes a cynic "that the owner of young chickens quits counting when he has 3,000."

No doubt, Solomon stopped a long time before that.

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