

Patronize These Reliable The Dalles Business Firms

Docherty-Powers Furniture Co. Complete Home Furnishings

Located in The Dalles at 316 Washington St. this well known firm carries a well selected stock of furniture, stoves, ranges, carpets, they are complete outfitters for the home, and is one of the most modern and up-to-date furniture stores in this section, drawing trade not only from the city in which they are located, but from the country for miles around.

By reason of their modern facilities they are able to furnish excellent delivery service with promptness and dispatch.

Their buying power enables them to enter the largest markets and secure quality goods at market prices, therefore they are able to offer their

customers the lowest possible prices at all times for standard, nationally known merchandise.

It is an up-to-date and well known furniture store, which is prepared to furnish you with any style—one of the most popular establishments in this section of the state, devoted to the building of happy and well furnished homes upon most reasonable terms.

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 complete and their stock includes the moderate or the most

expensive designs. 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 manufacturers today. If you are contemplating the furnishing of a room complete, or if it is only one or two pieces that you want, you will be able to find the right thing here.

Here is the place to furnish your home at a real saving. Their stock contains everything that the modern home requires, from the living room to the kitchen.

Before you furnish your home, let them show you these home outfits. You will be delighted with the variety and beauty.

The barometer of conditions point to Prosperity in no uncertain sign. The centers of finance, agriculture, industry and commerce have already experienced the forerunners of good times. The rare combination of good crops and good prices have been enjoyed by Sherman county. Winter is now here, the most cheerful season of the year. Of course it will be a Merry



Christmas! It always is because the interchange of good will and hearty remembrances develop a feeling of gaiety within us and among us all.

As a reminder of the close approaching holiday season the progressive firms below wish to be of service to you during the 19 shopping days yet left before Christmas Day is here.

Hill's Grocery

Located in The Dalles in the Commodore Building is one of the largest food stores of its kind in this section, doing an extensive business in fancy groceries and home cooked foods.

This is one of the reliable institutions of this section of the state, doing an extensive business throughout the territory.

By reason of this fact that the management has had wide experience in every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

It is important to citizens of the community that we have conscientious firms like this one, who will aid in the reduction of the price of living for the people. Their policy along this line will be interesting reading for many business men, as through this policy they have built up their large and growing business.

They handle the highest grade of selective merchandise obtainable and their ever prompt and widening sphere of trade is due to prompt and efficient service.

Here the shopper can select anything he wishes from their shelves of freshly stocked pure foods and groceries. In their line will be found standard and famous brands.

Sunny City Motor Company

107 East Second St. The Dalles
CHRYSLER — Triumph

That the public has been quick to grasp the significance of its benefits is best evidenced by the sweeping acceptance which, in three years, has lifted Chrysler from 27th to 4th place.

What Chrysler has already accomplished through the special genius of its engineering and manufacturing, the public has recognized most substantially by its whole hearted acceptance of Chrysler products. The fact is people have long since conceded the leadership of Chrysler, a leadership that has been responsible for the worthwhile improvements in the motoring industry for the past four years. The leadership, which began with the first Chrysler in a single field, to day has been extended, through Chrysler "52," "62," "72" and Imperial "80," to the four principal price divisions. Chrysler, with its genius for originating the most modern and best and finest combination of performance, quality, value and long life, will continue to justify the expressed public faith in it by keeping Chrysler ever farther ahead—more triumphant.

Guy A. Pound Gifts That Last

Located in The Dalles at 301 East 2nd Street is one of the most modern and up-to-date Jewelry Stores in this section and is a local store that is replete with everything that is the latest and best. As a proof of our statement, we suggest that you visit this store where you will find quality Diamonds, Watches, Jewelry, Sterling Silver, Sheffield Silver, Leather Goods and Art Goods. These articles make suitable presents for all occasions. They also make a specialty of expert Watch and Jewelry Repairing.

This is one of the most progressive establishments in the community and is meriting the large patronage it is receiving. Whatever you may wish you will find in this store a choice assortment from which to make your selections. As regards quality, you may rest assured that whatever you purchase will be priced at a most reasonable figure, for this establish-

ment is in charge not only of a reliable business man, but one who has had wide experience in this field and knows the business from the ground up. All of those many articles of jewelry so dear to the feminine heart are offered in great profusion of attractive patterns and courtesy and accommodation mark the service.

Since the time this well known store first opened its doors to the public, local people have taken it as a matter of course. To be able to get what you want in this line, to know no matter what the occasion may demand in this respect, you can always get it at this establishment—that is a feature of the commercial efficiency of the community which makes it the more attractive.

We wish to compliment them upon the high standard of efficiency they maintain in their establishment, the superior quality of goods they handle and the admirable manner in which their establishment is operated.

Mack's Cafe

Delicious Foods — Unexcelled Service

Located in The Dalles at 208 East 2nd Street this most modern and up-to-date Cafe has gained a name that has spread far and wide as a place where the local and traveling public can more than satisfy their demands for good, wholesome foods. The menu consists not only of the prime necessities of life, but many delicacies are offered that are inviting and tempting to the taste of the most fastidious.

There is no longer any doubt in the public's mind as to high quality of

foods served at Mack's Cafe. Courtesy is another outstanding feature of this place, as they enjoy and find pleasure in serving their many customers.

The cafe business is a business within itself, and does not end with the serving of food on the tables, but extends to the cleanliness of the kitchen and other work rooms where the silver is polished and the dishes are sterilized, and to the quality of raw materials from which an appetizing meal is prepared.

It is a pleasure to have such a clean, modern cafe as Mack's to refer

the stranger, and local people to, as good eating places are not common, and at this place the food is prepared right.

The proprietor has had years of experience in the cafe business, striving to keep the service courteous and prompt at all times. The interior is attractively decorated, pleasing the eye and arranged for the general comfort of patrons.

We wish to compliment them upon the high standard set by their cafe and do not hesitate to refer Mack's to our readers as an excellent place to eat.

Walther-Williams Company

Dodge Brothers Motor Cars and Graham Brothers Trucks

Located in The Dalles at 401 East 3rd Street are distributors for the famous Dodge Brothers Motor Cars and Graham Brothers Trucks in this section. It is an institution 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 truly a "live-wire" concern, whose management is always on the alert to see that its patrons get the most metropolitan service, and Dodge Brothers motor cars are

handled in the efficient manner that their superiority and enviable reputation merits.

The Dodge Brothers car which is now on display in their sales rooms carries with it, of course, all of the positive assurance of sound, enduring value suggested by the name, Dodge Brothers.

The organization has produced a car that has taken the country by storm. The entire series of the organization's production is made up of types each of which have already won wide spread favorable comment. These impressive exclusive advan-

tages are supplemented with such attractive lines, richness of finish, facility of steering, safety of brakes, ruggedness of rear axle and chassis superiority that Dodge Brothers cars now rank alone in the \$1,200 to \$2,000 class.

Every feature has had the test of use by the public, which is the only final determination of durability.

The men in charge are authorities on questions pertaining to the automobile business and are always courteous and accommodating and it is a pleasure for them to supply your wants.

Central Machine and Welding Works

Car Repairing—Machine Work—Cylinder Boring—Blacksmithing

Located in The Dalles at 308 East 3rd Street this is one of the most complete Machine Shops in this section and does an extensive business in Car Repairing, Machine Shop Work, Oxy-Acetylene Welding and Blacksmithing.

In a review of the business interests of the community, there is no concern more worthy of extended mention than this one.

Here the public has at its disposal the service of men who possess the knowledge and the experience to turn your work out in a commendable manner.

This is a progressive firm and is under able management as this business was established two years ago by E. G. Adams who has been a resident of The Dalles for the past 15 years

having formerly been connected with Reed-Galloway also with The Dalles Iron-Works. The first of November Earl B. Vachry bought an interest in this business and through his connection this concern's business has expanded to include a car repairing department. Mr. Vachry, who was formerly connected with Faust & Sanders, knows the machine business from a to z and is considered to be above the average mechanic.

The plant of the company is extensive and is equipped with the latest scientific machinery for the production of high grade machine shop work products. The name stands for quality, reliability, and progress in this industry and as the advances of the times have marked improvement in the trade, they have kept

thoroughly abreast of the times. It is a local concern, under competent direction of men interested in local development and its substantial and well merited progress, is a matter of actual fact well known to the public.

The work done by this company is recognized by the trade as made of the best materials and of the very best workmanship.

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 this industry here, the high quality of the articles and the commanding position they occupy in the Machine Shop World, excelling as they do, in their special field of endeavor.

Watts Marble Works

Granite and Marble Monuments

Located in The Dalles at 508 East 2nd Street this business was established in 1894 by its present owner, Mr. F. H. Watts. This concern is manufacturer and dealer in marble and granite monuments and they are fully equipped to execute any design at their plant, which is one of the most modern in the state, and where rough granite is turned into beautiful polished surfaces, etched with artistic carvings. They are also very heavy importers of Red Scotch Granite also Swede Granites.

The plant of Mr. Watts is extensive and equipped with the latest scientific equipment for the production of accurate work of the very highest character. The name stands for quality, reliability and service in this

section of the country. That the Watts monument works has been especially progressive and anxious to advance with the times is evident by the modern features of the service rendered.

Where can a personal service be more appropriately offered than in the production of a monument. Into every creation must be visible character, the mark of personal interest.

The large number of monuments placed in the cemeteries of this section now are monuments also to the esteem the people have for this establishment.

Their unusual symmetry and beauty of design stand as examples of their expert designing and execution and are the admiration of all

who see them. Anyone desiring or expecting to have use for monuments or designs for any purpose executed in marble or granite, should consult this firm and see their designs. The manager will be pleased to show you everything, whether you desire to purchase or not.

It is a pleasure to us to point to this concern as one of the leading enterprises of this section and to say that it always has been eminently fair and honest, as well as progressive and that it has won for itself the reputation of being the leading concern engaged in this particular line in all this part of Oregon. It is to your advantage to get acquainted with their service.

Lay's Hat Shop Hats and Dresses

Located in The Dalles at 206 East 2nd Street this is one of the most exclusive ladies Hat and Dress shops in this section and although exclusive it is not expensive.

Individuality and distinctiveness of design is noted in specialties and hats and dresses from this establishment and this is in a large degree responsible for the extensive trade of this store.

All the goods from the store come from arbiters of the very latest fashions and are of rare beauty. A large line of the seasons stock is now on hand for your inspection and approval, and no matter whether it is a street, sport or dress hat or garment you wish, you can get it here and it will be becoming to your individuality and add to your good looks.

Operating as they do on such an immense scale with excellent New York connections, they have been able to give excellent service to the splendid patronage they have enjoyed since the establishment of their spec-

iality shop some years ago. Though many miles removed from New York, which is known as the style center of America, this efficient establishment is thoroughly up-to-date and its ready-to-wear and millinery departments are replete with the models of the hour in the various materials and shades which have been approved by the world's leading arbiters of fashion. No sooner has any style been accepted by the leading fashion authorities of the nation, than it at once makes its appearance in this store, and is presented in a variety of materials for the choice of the people of this section.

Another feature of this institution is the courtesy and accommodation which marks their very satisfactory service and distinguishes it from the average store of this kind.

While you are doing your Christmas shopping we wish to call your attention to the fine line of Imported Gift Handkerchiefs which they have on hand.

Western Dairy Products--Dalles Creamery Home of Sunfreeze Ice Cream and Weatherly Butter

Located in The Dalles they do an exclusive wholesale and retail business in Pasteurizing Milk, Cream, and manufacture their famous brand of Butter and Ice Cream which has been of such uniform quality that it has become known as the Aristocrat of the Dinner Table. It is of the highest quality and the housewife will take no substitute from her dealer. This is a prominent sanitary institution which has aided in the building of the community and renders a valued and essential service in the furnishing of the famous Ice Cream and Butter which in the past years have enlarged their business and are admirably equipped to serve the wholesale and retail trade which they supply all over

this section. A well known concern under a management that is thoroughly conversant with every feature of the creamery business.

The plant of this company is a model sanitary institution and equipped with the very best of modern machinery and under the direction of latter day creamery men. We wish to give them the prominent place which their modern creamery merits as being among foremost concerns in the county engaged in this particular field of endeavor. They are big contributors to the progress and prosperity of the community.

Popular with both the producer and the consumer is evidenced by the large number of farmers selling to them and the fame their brand of products has attained. At the office

of this company the producer encounters the most courteous treatment and receives more for his cream than would be paid if he had to depend on a smaller creamery for a market.

The business is under the direction of a latter day business man who appreciates the value of good service as a trade winner and he and his associates are always willing and anxious to accommodate their patrons. He has always taken an active interest in the development of the country and is known as among our foremost citizens.

We wish to compliment the management upon its progressive and successful policies and to refer their establishment and its products to our readers.

Crandall Undertaking Company Undertakers — Embalmers

Located in The Dalles in the Court Apartment Building with phone number 35-T this business was established forty years ago by Mr. C. J. Crandall. When Mr. Crandall died ten years ago the business of course went to Mrs. Crandall and later Bert Thomas bought into the firm and they conduct one of the most modern and up-to-date Funeral Homes 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 close touch with everything modern

in their line of equipment.

One particular feature of this establishment 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 people of this section.

Wasco Warehouse Milling Company

Flour and Feed

This well known concern is located in The Dalles on 2nd Street.

To successfully conduct a business of this nature requires special study and care in selecting the stock. Farmers are no longer satisfied to feed their stock any kind of feed, but require a feed that has been tested and is of proven quality. This concern has given the question careful study, and consequently is aiding in the agricultural development of all the surrounding territory.

They handle a full line of feed, both imported and local, and have given special care in selecting it so that it will give the best results. Only feeds that are fat and milk producers will be found in their stock

and they are constantly in touch with their customers who have given it a trial.

They make a special effort to help the farmers and are glad to give them any advice or information they desire on any subject pertaining to their line, and as a result their business has grown until they reach out in every direction.

Because of the great volume of business transacted through their extensive wholesale establishment, because of their up-to-date business methods and the high quality of products handled, this well known concern has gained for this section commercial prestige as an excellent market for retailers that could be gained in no other manner.

Thousands of dollars are brought into this section each year through the trade channels of this house, and a number of people are also given employment by this concern. The fact that their trade extends over all adjoining counties, their special field, brings new faces to the city in which they are located.

In making this review of the on-ward progress of this section of the country we wish to compliment the admirable manner in which the business of this valued institution is operated, and their progressiveness and public spirited policies. We wish to refer this establishment to all our readers as one of the distinctive features of the commercial efficiency of this part of the state.

Van Dellen Lumber Company High Grade Lumber and Mill Work

Located in The Dalles at 501 East 3rd Street are extensive dealers in Lumber and Building Materials, Lath, Lath and Cement.

Their prices are right and quality and service the best. This is a firm whose high-grade lumber has won wide popularity and patronage for the company at all times. It is a well known fact that there is no institution in the community that has 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 of every branch of the trade this establishment witnesses continued increase in the number of its patrons.

This company is known throughout this section as one of the leaders

in the lumber business. The tremendous prestige of their immense volume of business, the wide experience of this most 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 large and modern establishment is located. There are few if any cities the size of this that have the advantage of the location in their midst of such an establishment as this well known firm maintains.

By reason of their modern facilities they are able to furnish excellent service with promptness and dispatch.

They are at all times pleased to be of practical assistance to the home-builders. They invite you to talk over with them your building prob-

lems—their building experience enables them to furnish useful information and sound counsel.

The contractors and builders, the farmers and the people generally have come to know that they can depend on this well known firm for just about everything that there is in the lumber business. The reputation that they established for stock of quality and for straightforward dealing is bringing thousands of dollars to town that would go to some other trade center were this establishment not located here. It may be truly said that this establishment is a valuable asset to the county, and in this edition which calls to mind our on-ward progress, we wish to direct your special attention to their commendable activity as one of the distinctive features of our business and industrial efficiency.