

Portland--The Commercial Center

The Chief Reason Why Portland is Fast Becoming a Commercial Center of Multnomah County is due to Its Progressive Business Houses and Live Wire Men and Women The following Brief Review Includes Prominent Leaders who are Working for the Best of this Section

"Come to Portland" week starts to-day February 7th

Edlefsen-Weygandt Co.

At 54 Lewis St., Portland, is One of the Foremost Road and Street Paving Concerns in This Part of the Country, Engaged in Paving and Street Building. A Progressive Firm Whose Work Has Been Highly Commended Both by Public Officials and the Public. Under the Direction of a Management of Wide Experience in This Work and Which is Considered an Authority on Matters Pertaining to Paving Not Only in This Locality, But Throughout This Entire Section of the Country, Where This Firm is Invariably Well and Favorably Known.

There is no greater need in this country today, particularly in the west and northwest, than that of good paved roads and paved streets. The tremendous increase in the amount of both city and country traffic, partially due to the modern motor car, has made it a matter of public necessity that all main roads be paved and kept in good repair. Among the firms who early realized this need and equipped themselves to serve the public in this respect there is no other which has met with greater success or higher commendation than this efficient and well managed organization.

The thorough manner in which they execute all contracts and the public spirited policies which always governed their operations have won for this concern a warm place in the heart of the public. When a body of public officials announces that a contract for road or street paving or construction has been let to Edlefsen-Weygandt Co. there is evidenced a general satisfaction on the part of the public. With enviable record of many jobs satisfactorily executed and giving complete and lasting service today, it is not strange that their services are so much in demand.

It is quite proper that we direct the attention of our readers to this concern and its modern and efficient work and we wish to say that when they are employed on road and street work it is in evidence of civic economy and official wisdom upon the part of those placing the contract.

W. J. Crocker Candy Company

Whose Interests Are Centered at 363 E. 15th St., N. in Portland, Are Makers of Candies Which Have Been of Such Uniform Quality That the Demand for Their Products Has Spread Far and Wide. A Real Live Wire Concern Producing Quality Goods That Will Be Found Wherever They Sell the Best Candy.

Under management of prominent and public spirited business men, it is a fact beyond question that adequate candy service today is essential to progress and expansion of any community therefore in detailing the prospects for a greater home community it is with a feeling of satisfaction that we direct your special attention to the products of W. J. Crocker Candy Company.

There is probably no other concern of this size in the country that is better equipped in this respect, for this well known popular firm is provided with modern and scientifically correct candy manufacturing equipment.

As improvements in candy making equipment have appeared, they have been adopted by this company, and this, coupled with the maintenance

here of one of the most modern and up-to-date plants in this section, is responsible for the very satisfactory service rendered to their patrons over the entire region, and for the fact that every patron of the concern is a consistent "booster" for it.

This is a local candy manufacturing concern. It has the best equipment, the most expert candy makers and it gets its chocolate and other ingredients only from the best markets affords, that which is pure and wholesome. Therefore, it is not strange that they produce superior chocolates, specialties and bars. What we wish to call our readers' attention to most, is that it is their duty to demand this brand not only because it is superior but it is a local brand and merits your whole support.

The C. L. Burton Corporation

With Offices in Pacific Building, in Portland, Maintain a Large Organization Developed to Give Trained Counsel and Complete Service in All Matters Pertaining to Investment Securities, Serving a Large Clientele in the Entire Northwest Specialists in Pulp and Paper Securities

Individuals can look to the C. L. Burton Corporation for help as to the most desirable bonds, for the disposal of the bonds that they now own, for information relative to issues in which they are interested, or for any other service which long experience and complete facilities enable them to render.

Investment advice, like legal advice, should be based on a study of each individual case. Before The C. L. Burton Corporation or any of its representatives sell a bond to a client they endeavor to make sure that the investment is best suited for that individual's requirements.

Not so many years ago bonds were almost unknown among investors. Old wealthy New England and New York families, banks and insurance companies, had been buying them for generations because they knew they were the safest and most convenient of all investments. But their sale was confined almost entirely to the wealthy men and women and to the large institutions. For many years they were strictly a "rich man's investment."

The bond idea gradually worked westward and as it came west it grew from a mere idea into a def-

inite plan among the sellers of bonds to let all the people know what a few had known for years, that of all forms of investment, none was better than bonds.

It is no longer necessary for an investor to have \$1000.00 saved before he can invest in a good bond. \$500.00 and \$100.00 bonds are issued and sold in large numbers. A few years ago the man who bought bonds was the exception. Today it would be hard to say just who are bond buyers, because every class age and condition of people invest in these most safe and popular investments.

We wish to compliment The C. L. Burton Corporation upon the very valued service they are rendering the public and wish to say that this service is most essential and is rendered in an efficient and conscientious manner. Readers of this issue will find a call at their office both interesting and profitable. You can depend upon the advice, information and service they offer. No matter what information you desire or under what circumstances you consult with them, you will find that when you come to this firm, the safety of your principal is their first consideration.

Equitable Adjustment Company

COLLECTION EXPERTS

Located in the Guaranty Building, in Portland Specialize in the Collection of Accounts for Wholesale Houses, Manufacturers, Retail Merchants and Professional Men, One of the Few Local Organizations Successfully Handling This Work.

That industry in every channel from manufacturing to merchandizing is becoming more and more specialized with the passing of the years is a matter of common knowledge and the manner of dealing with the many angles of business necessary to make a co-ordinated movement of industry possible has been given much study by business specialists. Particular credit must be given the financial houses, credit managers and the present-day highly developed commercial collection houses.

Few businesses function without experiencing "static" in its collection department often through no fault of the house. There are scores of methods resorted to in attempting the collection of delinquent and bad accounts and in line with the progressive movement of the day Equitable Adjustment Company have

perfected of devised a manner of handling and effecting collections with diplomacy—free from friction. The system is simple. They have substituted for the "sledge-hammer" method tactful business measures which no debtor can evade if he is in any respect responsible and at the same time establishes a better understanding between the debtor and creditor in the more important cases where future credit must be passed on.

The above delineated service is offered all types of business houses and professional men and physicians in the smaller communities. Prompt remittances and reports are assured in every instance.

Full particulars regarding the service of the Equitable Adjustment Company may be had without obligation by letter or personal call at their offices.

Palmer-Moore Commercial School

Located in Fleidner Bldg., at 10th and Washington in Portland, One of the Well-Known Commercial Colleges of the Northwest. It is the Logical School for Local Students and is Under the Direction of a Most Progressive Management. Positions Secured for Graduates. Course of Study, Business Administration Bookkeeping, Accountancy Stenographic, Secretarial Science, Salesmanship, Commercial Teaching and Office Machinery

Through the progressive effort of this valuable institution the younger generation of this section of the state is now offered the educational advantages of any enterprising city. It is not often that cities can boast of such an up-to-date institution as this one. Not only can the young men and young women of this county secure a general education but through this college can prepare themselves for their life work.

This is a day and age of business efficiency. The man or woman who is not prepared to keep pace with the demands of present-day business efficiency is soon lost in the hurry and bustle of modern methods. It is not necessary that a man become a machine, but it is absolutely essential that everyone who wishes to be successful in business has a practical business education, and such

training can only be secured in an institution devoted to preparing its pupils for business life.

The management of this school is progressive, table and efficient, and has built for themselves and the school a reputation of accomplishment and honesty and its untiring efforts merit a liberal support from the people of Western Oregon. The Palmer-Moore Commercial School has been known as one of the leading institutions of its kind in the country because of the individual instruction given in both day and evening classes.

It offers the people of this county the advantages of a modern progressive and efficient business college right here almost at their very door, and in this particular edition we wish to urge that this is the logical school for students for day and evening classes.

Bill Thompson's Auto Sheet Metal Works

Located at 447 Flanders Street, in Portland, is the Widely Known Automobile Repairing Firm—Auto Wreck Repairing, Specializing in Wind Shields Running Boards, Hoods, Lamps, Fenders, and Bodies, Wrecked or Slightly Damaged, Under Direction of Bill Thompson of Wide Experience in This Field.

This is one of the complete and efficient fender, hood, running board windshield and auto body repair plants in this section of the state, and enjoys a large patronage on account of the fact they turn out work of class, get it done when promised, and that their prices are very reasonable.

They realized when they started in business that it was necessary to equip their place in the most complete and modern style, and have installed modern and scientific equipment for the repairing, welding, finishing of auto bodies and parts.

This service is of great accommodation to autoists, and in fact every body has found out the work will not only be executed correctly, but that the part will be as strong if not stronger than originally, and be repaired at a much lower cost than the getting of a new part, and that it can be done in a short time, thus

saving the public endless delay in ordering the parts.

In charge of the Auto Sheet Metal Works are craftsmen of unusual ability and skill, in each department and their work has the commendation of everyone. No matter what problem you have in mind you should take it to them and have a consultation and they will promptly tell you what can be done. If for any reason you need fender or body work done it will pay you to get in touch with this well known repair shop.

In this establishment will be found the most improved equipment and competent men for turning out as high a class of work as any body or fender works in the northwest, and they are known throughout the country for the efficiency and promptness of this service. It is headquarters for the man with auto problems in this part of the state.

Shamrock Cafeteria

Located at 439 Stark St., in Portland, Is One of the Most Delightful Places in which to Eat in This Section—The Best Food is Served and the Service is Unexcelled. Where good Food and Reasonable Prices Prevail.

The Shamrock Cafeteria has gained a name that has spread far and wide as a place where both the local and traveling public can more than satisfy their demands in the matter of obtaining food. The menu consists not only of prime necessities of life but many delicacies are offered that are inviting and tempting to the taste of the most fastidious.

Cleanliness is one of the outstanding features of this modern cafe and is not confined to the steam tables, trays and silverware that are brought to the attention of everyone, but it extends to the kitchen and those places only frequented by the management of the place and his assistants. The food is prepared in such a way that to the uninitiated the thought at once

comes that there never was such a good place to eat. Poor Cafeterias and cafes are not the exception by any means and it is a pleasure to have such a modern and up-to-date place as this to refer the stranger to. The Shamrock Cafeteria is very attractive and every precaution is taken to make it the best in this section.

The proprietor has made a special study of the cafeteria business and consequently is striving to give the local people something a little better all the time. He has arranged his place so that it is very attractive and the service is prompt and courteous. We take great pleasure in complimenting him on the high order of his place and refer it to our readers without hesitation.

The Bob Shoppe

Located at 100 Ungar Bldg in Portland, is One of the Foremost Beauty Parlors in This Section of the Country Featuring Beauty Culture by Experts.

In a comprehensive review of this kind embracing as it does the most salient features of onward progress we shall not fail to devote space to this popular beauty parlor. There is a saying that beauty is only skin deep but we have found upon observation and study that beauty is one fourth natural and three fourths care. Science has made great advances in the last few years and many of the old fashioned ideas have been discarded for the new results of science.

Scalp and Facial treatments using the Best Preparations, marcelling, shampooing and hair bobbing, permanent waving are done by this concern in a most satisfactory manner and young women are going to this shop from all parts of this and adjoining counties.

The management is in the hands

of those who have been thoroughly trained in the profession and have a knowledge of the hair and scalp which not only makes it to your advantage to seek their professional advice but also their skilled treatments will add to your personal appearance and no doubt in many cases preserve and beautify the scalp and hair.

The Bob Shoppe carry a full line of the best toilet preparations and make it their policy to furnish the best there is in this line and will handle and use only such preparations as will give the best results. Many skin troubles can be traced directly to the wrong kinds of lotions and preparations.

We are pleased in this review to compliment the Bob Shoppe upon their well merited success and to see their patronage increasing.

Columbia Auto Top Company

Located at 11th and Burnside, in Portland, is an Up-to-date Auto Top Shop in Every Respect Where they Specialize in Upholstering Auto Top Building, Seat, Covers, Etc.

It is a fact beyond question that a modern establishment of this kind is a great asset to a community such as ours. The Columbia Auto Top Co. are experts when it comes to re-upholstering your car, and there you can get it done when you want it, and when they tell you they will have it done for you. If you want any special kind of upholstery or any original ideas carried out for you, this is the place to go, for anything there is to do in this line they can do.

In their auto top department they have won well-merited commendation through their modern methods, and the excellent work turned out. There is nothing that mars the looks of a motor car to such an extent as a shabby and worn out top. The top wears out more quickly than any other part on your car, and

after a year or two of service it is necessary to replace it with a new one. Some people think that it necessitates the purchase of an absolutely new top, but with a concern such as this one in our midst they can completely rebuild your old one and turn it out in as good shape as the day that you bought it.

In addition they do Radiator Repairing and Fender and Body Work. The manager and his assistants are men who take an interest in the city and surrounding territory and are at all times connected with positions that will add to the growth and expansion of this part of the state. Therefore we are pleased to compliment the Columbia Auto Top Co. in this review and advise all our readers to call on them when in need of anything in this line.

Columbia Crate & Box Co.

Located at 350 E. Madison St., Portland, Renders Such Satisfactory Service to the Retail Trade it is Recognized as one of the Leading Crate and Box Manufacturing Concerns in this part of the Country Under Direction of Those Well and Favorably Known in Wholesale Trade Circles.

Much is being done to aid in giving this community a commercial prestige by the activities of the Columbia Crate & Box Co. The volume of business which they transact, the quality of the products which they make and the business methods of the company are responsible for the reputation they have won.

While their activities cover a wide scope of territory, their special field is that of the Pacific Northwest. To keep their organization complete it is necessary that they employ a number of people at all times, and being a local enterprise, thousands of dollars are placed in local circulation that would never find its way here if it were not for their efforts.

Located as they are, and determined to furnish goods of quality, upon a reasonable margin of profit, has caused their business to flourish

and expand. Keeping their name constantly before the people and the fact they are a local industry has so firmly established them that their products will be found all over this territory.

Every department of this house is in charge of an expert, the management is in charge of those who have had an experience in crate manufacturing and thoroughly understand trade conditions, and we predict that if the present policies of the concern are continued, the future will hold greater advantages than they have enjoyed in the past.

They are Manufacturers of Wooden Boxes and Crates and Plywood Shipping Cases of all Descriptions and Sizes Fruit and Vegetable Containers. Special Boxes Cut to your Order. Estimates Gladly Furnished. They furnish to Florists, Greenhouses and Truck and Berry Growers.