

Getting Better Acquainted With Portland--Views of a Reporter

THE EDITOR OBSERVES

There is a new message for you in this issue. It is a new departure—Representative business firms and county officials of Portland are not afraid to let you know about themselves. It is the purpose of these Special Editorials to get us better acquainted with those who serve us in Portland. We hope you'll like them.

Portland General Hospital

YOUR NEAREST HOSPITAL—JUST ACROSS THE SELLWOOD BRIDGE LOCATED ON THE CAR LINE AT THE CORNER OF 13th AND HARNEY STREETS, PORTLAND. GRADUATE NURSES, UNEXCELLED FOODS, AND REASONABLE RATES. PHONE SELLWOOD 0347.

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 patients quiet, and 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 kitchens 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. Also take care of all emergency cases for the City of Portland.

A. A. Bailey

MULTNOMAH COUNTY CLERK COURT HOUSE, PORTLAND

There has been considerable enthusiasm manifested over the good work of A. A. Bailey, County Clerk.

He is ably fitted for this important office by training and experience and his selection is generally conceded as being a very wise one on the part of the voters he has so represented. He is by no means an unknown quality because he has been active in Portland and throughout the county for several years and all of his actions, politically and otherwise, have been marked by honesty of purpose and success. Few, if any, have a firmer hold on the affections of the people. But he not only holds their friendship, but their respect and confidence as well. It is therefore fitting indeed that he should have been chosen for this honor and it goes without saying that his administration is of a constructive character that stamps him indelibly as a man to be both admired and reckoned with. He is indeed one officer who, on the strength of his own record as a popular citizen of large capabilities should command the support of all friends of good government.

JOHN M. LEWIS

COUNTY TREASURER, COURT HOUSE, PORTLAND

Closely identified with much that makes Multnomah county so well thought of are its public officials, John M. Lewis, who holds the office of county treasurer, is outstanding for his versatility. He need not hold any public or private trust in the sense of being an office holder, to be one of the most zealous workers in the many movements that have been launched or local development, but in his present office he is indeed showing a splendid administration. It has been his privilege to come into the world able to guide his own destinies and to make the most of these opportunities that come to every American citizen, but which circumstances sometimes cause to wither. In all his career, John M. Lewis has been a hard worker and that means that for many years he knew how to keep his sleeves "rolled" up literally, as well as to sit behind the executive's "mahogany."

John M. Lewis' success has been through his own efforts and that the people of this county have recognized his ability and character is clearly attested when they placed him in the responsible office he so ably holds today, and where he also shows a civic zeal that is admirable.

MARTIN T. PRATT

SHERIFF COURT HOUSE, PORTLAND

The duties of a sheriff of a county of the size of Multnomah are by no means a sinecure. It requires a man of many years' experience in allied work as well as fairness of mind, bravery of spirit and a willingness to meet any exigency as it comes. The sheriff who attends strictly to his duties may be called out at any hour of the night and may run afoul of the most desperate bandits. Thus being a sheriff is not the easiest nor most pleasant occupation. Yet the public seldom appreciates the large part the sheriff plays in safeguarding its interests in so many diverse ways.

Often one finds it impossible to collect a just debt and suit is instituted, and when recognized by the courts, a judgment is entered. It is then up to the sheriff to see that this judgment is satisfied. Sheriff Martin T. Pratt has for many years been one of the most dependable and esteemed men in Multnomah county. He has a host of friends because of his fair spirit toward his fellow men. Since the advent of his administration of the office, he has proved to be one of the ablest officials the county has ever known.

Will E. Gibson

MULTNOMAH COUNTY AUDITOR COURT HOUSE, PORTLAND

Multnomah county is famed for the sons that have served it well, regardless of personal loss or gain. Will E. Gibson, who holds the important office of county auditor, is one of the most representative officials who are present among us to receive a little of the praise that is due him.

Out of the large circle who are privileged to call him friend, there are few who know how big his actual accomplishments and achievements are. Every step of his career to pre-eminence as a gifted and talented public official, has come by his hard-earned efforts and not as the result of any pull. After attaining to an office he straightway set about to make the most of that office. Not

Dr. R. M. Erwin

MULTNOMAH COUNTY CORONER OFFICES 1437 S. W. 3rd PORTLAND

It is a misconception in a great many minds of our people that this office is a high salaried position. This is not true as it is one of the lowest paying offices in the county, yet one with the greatest authority.

The idea that the goal of public office is personal gain and aggrandizement, is one that has long since been exploded. Most of the men holding important offices today are doing so by virtue of the fact that they have been public spirited citizens and have proven their success in their personal ventures, then, desiring to unselfishly aid their community, they have entered public life. In most cases they have been almost forced to take their offices by common desire

of their fellow citizens. For example Dr. R. M. Erwin who is so ably acquainting himself of the arduous duties of County Coroner.

He might be using his talents to much better personal advantages were he to gauge the matter in personal gain; but he is of that type who perform yeoman service to the community, rather than personal advantage or gain. It is this spirit that is making him a man who is beloved and respected by one and all alike. They know him for what he is and they love him for his uniform methods in aiding the community. Such men as Dr. Erwin well deserve praise in the public print.

Dr. H. R. Cliff

MULTNOMAH COUNTY PHYSICIAN AND HEALTH OFFICER COURT HOUSE, PORTLAND

The office of this position is not all a patch of roses. It has its hills and sharp corners and few men would languish under its responsibilities.

But he who so capably holds this office is a man who loves responsibilities, arduous duties that must be performed, exigencies that must be met. It is all part of his job and sportingly and civic spiritedly he works harder to acquit himself of these duties in an efficient and admirable manner, than were it his own fortune.

Such men are true builders of a community and are to be duly appreciated. However, unfortunately, they

seldom are appreciated. For example, he could be devoting himself to some other occupation that would bring him a much greater emolument in dollars and cents. But to a man of his type, dollars are not to be compared with the privilege of doing a public service that is constructive and doing it somewhat better than it has ever been done before.

That is because he is of a studious nature and takes his work seriously, and the further fact that he is so conscientiously honest, demonstrates easily why he is one of our most popular public officials.

Knight Packing Co.

LOCATED AT 808 S. E. ALDER ST., PORTLAND, RENDER SUCH SATISFACTORY SERVICE TO THE RETAIL TRADE IT IS RECOGNIZED AS ONE OF THE LEADING FOOD PRODUCTS MANUFACTURING CONCERNS IN THIS PART OF THE COUNTRY UNDER DIRECTION OF MEN WELL AND FAVORABLY KNOWN IN WHOLESALE TRADE CIRCLES.

Much is being done to aid in giving this community a commercial prestige among retailers by the activities of the Knight Packing 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 will eventually 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 circulation that would never find its way there if it were not for their efforts.

Located as they are and determination to furnish goods of quality, upon a reasonable margin of profit, has caused their business to flourish and expand. Keeping their brands constantly before the people and the fact they are a local industry has so firmly established them that their products will be found in the leading stores. Ask your grocer for Knights' Products. You get "Knights" Rogue River Tonate Catsup, Pickles, Vinegar, Condiments, etc.

Every department of this house is in charge of an expert, the management is in charge of those who have had an experience in food manufacturing and thoroughly understand retail 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.

Portland Woolen Mills, Inc.

LOCATED AT ST. JOHNS STATION

Portland is being made known throughout the United States by one of our local concerns, by their widespread sale of locally manufactured products.

The words "Wool O' The West" when used on blankets, has come to symbolize the peak of woolen goods manufacture in the minds of every adult American. The products of this company, the most widely known of which is their famous line of "Wool O' The West" blankets, which are sold in nearly all high grade stores in this country as well as in all the National Parks.

Aside from furnishing our city this invaluable amount of advertising, this firm's presence in Portland is the means of bringing into the community each year a large amount of outside capital the most of which is expended in our territory for raw wool to our ranchers and in the form of living wages to their employees.

The founders of the Portland Woolen Mills, Inc., have been identified with the textile industry in Oregon for many years. The mill being originally founded in Portland and from time to time, due to their increasing recognition by the trade, it has been enlarged until today it is one of the foremost textile mills in the entire Northwest.

The operation of the mill is under the direction of men so well known locally that further remarks are unnecessary, but we feel that the enterprise is fortunate in having men so familiar with all of the business details. People in this section owe this plant their good will and support in every possible way.

SAFeway STORES INC.

"DISTRIBUTION WITHOUT WASTE"

WITH DISTRICT OFFICE LOCATED AT 239 S. E. SALMON ST., N. PORTLAND, AND RETAIL STORES OPERATED AT HILLSDALE, MULTNOMAH, BEAVERTON AND ALOHA, REPRESENTS THE HIGHEST QUALITY IN PURE FOOD PRODUCTS, ECONOMY IN DISTRIBUTION, MODERN METHODS IN RETAILING AND SAVES THE PEOPLE OF THIS SECTION OF THE STATE THOUSANDS OF DOLLARS EACH YEAR—HOUSEWIVES WHO BUY HERE HAVE MONEY LEFT TO ENJOY LIFE ON.

The Safeway Stores primarily represents the idea of economy in distribution. It has saved food purchasers untold thousands of dollars. At the same time it has brought additional benefits to the Pacific Northwest; namely the provision of greater markets and better profits for producers of food products.

Safeway Stores, Inc., is an institution with a large capital and able to enter the markets buying everything at first costs, paying cash. Many purchases being made directly from the local farmer. From the central buying and assembling establishment much money is saved in moving the goods to the stores as they have their own trucking system which is highly efficient and a great improvement over the old method of getting a small shipment here and there.

The Safeway retail stores of this district are all fitted with the very latest fixtures, the most accurate scales, refrigerating devices and everything that makes for the rapid transaction of business when a customer enters. They have a large trade but customers are not subjected to long delays as a large force is kept on duty to see that all are taken care of with courtesy and dispatch.

They feature high quality goods;

staple groceries from the leading refineries and producers, canned goods that are known the country over, vegetables and fruits of the highest quality, meats both fresh and smoked from packers of reputation and many specialties at all times of the year. You can always know what you want when you enter their stores as their displays are such that you can readily see something that will appeal.

The Safeway Store is in accord with the times as people more and more are desiring new pleasures and do not want to spend all they make for groceries. The saving for a week will permit every family to enjoy something in addition to what they had before they started trading here. This phase of their activity puts them in the position of conducting a service for the elevation of the race.

Safeway Stores, Inc., established 19 years ago, have grown from one store to a vast organization covering 22 western states, whose services are becoming more and more popular with the public as the progress of time goes marching onward.

Hoover & Smith Finance Co.

Automobile Loans

LOCATED IN PORTLAND AT 932 S. E. MORRISON—ENJOYS AN ENVIABLE RECORD IN THIS LOCALITY FOR THEIR STRAIGHT-FORWARD DEALINGS IN CONTRACT REFINANCING AND AUTOMOBILE LOAN SERVICE IN WHICH THEY SPECIALIZE. TEL. EAST 1700

Complete auto loan service is essential to the growth of every community and therefore we wish to direct your special attention in this issue to this well known and reliable concern.

The matter of automobile loans is a most important one and this is a service that requires experience as well as reliability. This office is at all times in charge of men who are thoroughly conversant with every feature of the service and many clients have found that selection of the automobile loans here is a very simple matter. The service is courteous and complete and is based upon the most straightforward terms.

They are always willing to confer with their clients and without any obligation to the customer they are pleased to furnish any information you might desire. They furnish just such service and everyone is invited to take advantage of it.

In fact, it might well be said that

this well known establishment renders a complete financial service in every department. Whatever business you may have in mind related to auto loans comes within the province of their service to the public.

Readers will find a call at this office both interesting and profitable and you can depend upon the advice information and services offered. No matter what information you may desire or under what circumstances you may wish to consult them in the matter of auto loans, you will find that when you have come to this firm you have placed the matter in able and competent hands.

The direction of this valued institution is in the hands of reliable financial men, whose successful records in the conduct of its affairs assures a continued progress and expansion not only in the institution they manage, but also the territory it serves.

Western States Grocery Co.

WHOLESALE GROCERS

DISTRIBUTORS OF NATIONALLY KNOWN FOODS AND CANNED GOODS IN PORTLAND AND GENERAL OFFICE IN PORTLAND AT 239 E. SALMON. PHONE EAST 9107, IS A PROMINENT WHOLESALE GROCERY HOUSE IN THIS PART OF THE COUNTRY WITH A RECORD OF SERVICE WHICH HAS BEEN INDISPENSABLE IN THE CONTINUED PROGRESS AND DEVELOPMENT OF PORTLAND AND COMMUNITY; THOROUGHLY CONVERSANT WITH THE DIRECTIONS OF SUCH AN INSTITUTION AND IS ONE OF THE COMMUNITY'S FOREMOST BUSINESS ASSETS.

A well organized and present day concern with extensive establishment in town, whose service as a progressive wholesale grocery has been essential in the continued development and expansion of Portland and vicinity. This is one of the prominent firms of the country under experienced management.

There isn't any question but that this popular establishment is an important factor in the commercial and business life of this section as it is one of the foremost grocers of this part of the state.

The retailers have come to know that they can get from them the very best goods on the market, hence they seek no further market. They have a reputation far and wide as business men of wide experience and straightforward methods and it is not surprising that the volume of the business is ever increasing.

The word service has been much mis-used of late, but as applied to this firm it takes on its full significance. They not only insist upon prompt and courteous service, but they have provided for their patrons the best quality.

They long ago determined to see

that their patrons received the better quality which the consumer demands in these days, and therefore it is not strange that patrons of stores who receive their goods from this well known grocery seldom think of buying elsewhere.

There is a great deal more to the business of conducting a wholesale grocery than the average man understands.

This is an essential business that requires at its head a man of experience in the buying world and executives who are familiar with the details and the necessity for adequate distribution. It is such houses as this that add to the convenience and comfort of the modern householder and provides wholesome goods of the highest quality at the most reasonable prices.

We are pleased in this edition to direct your attention to this progressive establishment as a very distinctive feature of the commercial efficiency of the community and to managers as among the leading business men and most valued citizens of the community who materially assist in making this community more progressive and more attractive from the commercial standpoint.

English Rye Shows Persistence

HILLSBORO — English rye grass seeded in a plot on the Elmer Buerber farm at Helvita in the fall of 1933 has persisted and still shows a comparatively thrifty stand, while Italian or domestic rye grass seeded at the same time on an adjoining plot has practically disappeared, reports County Agent W. F. Cyrus. Mr. Buerber is cooperating with the Oregon Extension service in maintaining a nursery plot of 14 varieties of grasses on his farm. A group of farmers of the

county visited the plot recently to observe the performance of the different grasses.

Mrs. Holmes Private School

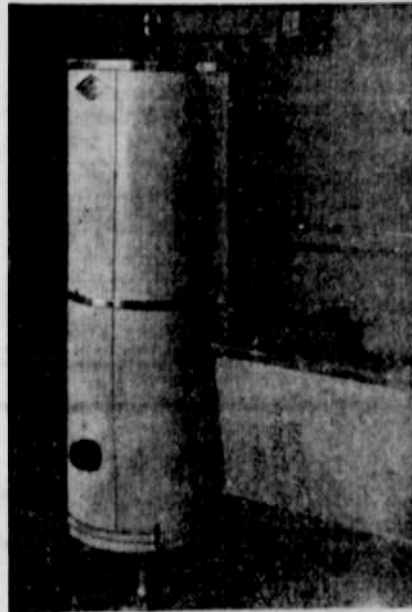
Shorthand, Typing, Bookkeeping, Comptometer, Bookkeeping, Machine Business English.

—Individual Instruction— Classes Forming Now for June 15 5th Floor Wilcox Building BE. 7745 S. E. Corner Sixth and Washington

DAIRYMEN!

Now—abundant, low-cost hot water for Grade B and Grade A Dairies

If you operate a Grade B dairy, a Pepco Hot Water system will keep scalding hot water on tap for you all the time at a monthly operating cost of from \$1.25 to \$2.25, according to experience of others. If you operate a Grade A dairy, you'll be interested in our Electric Steam Boiler installation that generates steam up to 60 pounds pressure, and operates at a monthly cost ranging from \$3.50 to \$7.50. Both of these systems are fully automatic, dependable and built to last. Both operate at the low rate of 8/10 of 1c per kilowatt hour! Ask the Pepco Farm Service man in your community for complete facts. It will pay you.



PEPCO FARM SERVICE DEPARTMENT

This system was especially designed to economically supply a Grade B Dairy with abundant scalding hot water—on tap all of the time.

PEPCO Electric HOT WATER

Only 8/10 of 1c per kilowatt hour