

. . . Industrial and Commercial Review . . .

COMPILATION MADE REVEALS ENTERPRISE OF EUGENE BUSINESS MEN, WHO HELPED MAKE THIS ONE OF THE MOST PROGRESSIVE SUBDIVISIONS OF THE GREATEST STATE IN THE UNION TODAY.

The Eugene Farmers Creamery.

"Blue Bell" Ice Cream and Butter

Located at 856 Olive St. Eugene is the Largest Institution of its Kind in This Section, and Distributes Its Product Over a Wide Area, Having a Most Extensive Patronage.

Ice cream, this most popular item on the nation's menu, is scientifically manufactured and sanitariously distributed in Eugene and vicinity by Eugene Farmers Creamery which is now regarded as the leading establishment in its line in this territory.

Due to the many attractive forms and formulas used in the production of the superior ice cream and butter output of this company, they have won an ever increasing prestige and patronage, until at the present time they stand easily first in popular favor.

It is a well known fact that no one industry in the vicinity has made more rapid progress as an important factor during the past decade than this company and whose plant is one of our most valued assets. They have just let the contract for a new \$50,000 plant, which will be completed September 1st, and will be one of the most modern plants in the state. Their celebrated "Blue Bell" and "Association" brand of ice cream and butter is sold over many retail counters throughout this section of the state.

The individuals concerned with this efficient organization for supplying a prime need of the city and adjacent territory are deserving of the highest commendation for their initiative and enterprise, and in this business review we are very pleased to compliment them upon their achievements commercially and otherwise.

We can conscientiously refer our readers to this reliable firm, and very strongly suggest that they test their products if they have not already done so. Their motto, evidently lived up to, is "Purity and Prompt Service—It's That That Tells."

The production of milk is a proposition that ought to appeal to every owner, even of a small farm, as it is a well known fact that this mode of farming builds up the land, at the same time making the producer more money than he can by straight farming, and then he gets pay right along in cash.

The manager, Mr. M. M. Boney, is well known throughout this section as a substantial citizen and prudent business man.

The J. C. Penny Co. Inc.

Located at 942 Willamette St. Eugene, Have a Most Popular Store Which Offers the Best Quality at Reasonable Prices, Under the Direction of Competent Twentieth Century Business People and Merit the Patronage of the Surrounding Country, Having a Vast Supply of Dry Goods, Notions, Shoes and Clothing for Men, Women and Children—Being Associated With Many Stores They are Able to Buy Direct From Factories, As it is One of the 312 Stores of a Nation Wide Institution.

It is a well known fact that there is no institution in the country that has met with 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 the business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness the increase in number of their patrons.

This is the day and age when the public demands not only magnanimous service, but the best in quality at a reasonable price. Thoroughly conversant with both the manufacturing and retail conditions of the country and a wide experience in their particular field of endeavor, the management of this popular institution has been able to render a service to the people in their line that is distinctly satisfactory. Real value in the most reasonable price possible has

been the guiding influence of their policies, and it has brought them trade from all the surrounding territory.

This is one of the valued mercantile establishments of the county, which maintains many departments and carries a line of dry goods, notions, etc. Here will be found one of the largest stocks of merchandise there is in this section. Every department is complete and it is possible to satisfy the needs of the entire family under one roof.

There is no more public spirited citizen in the community than the manager of this establishment, and in making this review of the onward progress of this section of the state we wish to compliment him and to direct your attention to this establishment as one of the reliable business institutions of the community that has added to the development of this part of the state.

Dr. M. Ashton, Chiropractor.

With Offices at 681 Willamette St. Eugene, Is One of the Leading Chiropractors of Oregon and Enjoys a Large Clientage From All the Surrounding Territory.

The practice of this well known chiropractor is increasing by rapid strides until today he is considered one of the leading professional men of this section and consulted by many engaged in the same line of work, he being a man of years of experience in his profession.

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.

Chiropractic is the drugless science method that has been sweeping the country with its marvelous results, and creating favorable comment in the newspapers from coast to coast. Dr. Ashton has an adequate training to practice his profession most successfully. He is a college graduate of a well known college of

chiropractics, and previous to this time he received a general and special education which was designed especially for the purpose of fitting him for all the work that the science and art of chiropractic entails.

His practice has increased by strides, and people go to his offices regularly to consult him from this and other counties, and the great work he is doing in the relief of the suffering is phenomenal. Then again, his patients come from the very best class of people, people of standing in the community in which they live.

We are pleased in this review to compliment Dr. Ashton on the merited success he is making in the practice of his profession and upon his excellent standing in the professional world, and assure our readers that at his offices they will receive the very best of professional treatment.

The Eugene Vulcanizing Works.

Located at 957 Oak St. Eugene, is Under Competent Direction and is not Only a Completely Equipped Vulcanizing House, But Also Carries a Full Line of Goodyear and Federal Tires and Tubes and Enjoys a Well Merited Patronage.

There are many ways of keeping down the expenses of operating an automobile, and one of them is by watching your tires closely. Some owners think that as soon as the casing shows the least sign of wear it is dangerous to use longer, and hence they are always complaining about the ever-increasing expense.

It has been proven that vulcanized tires from this establishment will save owners many a dollar. Only experienced men are employed here. Only the most modern and scientifically correct machinery is in use and the best work turned out. Therefore, satisfaction is guaranteed. It takes experience and proper equipment to vulcanize tires properly, and that is why their vulcanizing excels. Another special feature is the large stock of Goodyear and Federal

tires. Thoroughly abreast with the times in this business, they have secured for the trade a vast array of the very best tires on the market today. And let us remark here that this firm is just about headquarters in these parts for auto tires, and whatever you may need in this line they have it. They are always willing and anxious to give all information about tires.

The Proprietors, Albert Lundstrom and E. W. Morse, and the employees are men who know the business from A to Z, and when they advise you about anything in this line you can depend upon what they say. They are prominent business men and among our most valued citizens. We advise all of our readers to take tire trouble to them.

Fred Ludford's Paint Store.

Located at 922 Willamette St., Eugene, is the Leading Decorating House in This Section and Enjoys a Large Patronage from the Adjoining Territory.

There is no establishment in this section more worthy of extended mention here than this well known store, which is so ably managed. For some time they have been known as one of the leading paper and paint dealers in this section of Oregon.

Their store is one of the most commodious and well stocked places in its line in this section of the state. The large business it has built up is due to the careful and conscientious methods employed in the conduct of the business. "Keep your home walls smiling."

The most surprising thing in the world to an artistic person is the utter abandon with which the most of us consider the beauty of the home, and what it means to us; forgetting, or not realizing the part that a neatly decorated home has upon one's disposition and outlook in life.

When it comes to wallpaper they have a selection equalled by none in the city, comprising everything from the cheapest to the best. Their line

runs from the cheaper kitchen paper to the enamels, balzmeals and other wall paper. The art department is completely stocked and they carry all artists supplies and materials.

Better have that inside decorating done before the rush starts in as you can get it exactly when you expect it. Go in, talk the matter over with them and select your papers. If you are going to have your house painted this season, step in and have them give you an estimate.

They have built up quite a prosperous business by reason of the fair and honest treatment they have given the public of this county and their enterprise continues to merit your patronage.

The proprietor, Fred Ludford, is one of the well known business men of the county, who has been prominently identified with the industrial progress of the community and we wish in this review to compliment him upon his public spirited and progressive enterprise.

Ideal Feed and Seed Store. Dr. J. A. Flanigan, Veterinary Surgeon

With Headquarters at 131-9th Ave. E., Eugene, Carries a Complete Stock and Invites Our Readers to Make This Store Their Headquarters.

"As Ye Sow, So Shall Ye Reap," is certainly a forceful expression and should carry a warning to the farmer and truck grower that would cause him to use the greatest care in selecting his seeds. Many a very valuable crop has been lost and weeks of hard labor have been for naught by planting seeds that would not sprout and grow.

If you select your seeds from this well known store you will be assured the highest quality seeds on the market. Their stock includes only such merchandise as have been tested and had a proven germination percentage. They stand behind the stock and give their years of experience and a large list of satisfied customers as their best reference.

The stock not only includes field seeds of all kinds; it also includes garden seeds, flower seeds and a general line of supplies for keeping up lawns, stock foods, flour and poultry supplies.

The proprietor, Mr. Fred Baker, of this store invites the public to make this place their headquarters when in Eugene and is more than glad to render any little service for your convenience. It affords us pleasure to refer this company to our readers and we feel certain if all of our readers will give this establishment a trial they will be convinced that supplies from this store will be of the highest quality.

Whose Office is at 177-9th Ave. E., Eugene is One of the Popular Veterinarians of This Part of Oregon.

There is perhaps no division of the field of scientific research in which greater advances have been made than have marked the modern developments of veterinary surgery. Some of the greatest scientific minds of the world have developed material progress in this important profession and all of the features that have received the approval of the country are available to the people of this and adjoining counties if they secure the services of this competent practitioner.

This popular veterinarian has kept pace with the times and is considered by the eminent men of his profession as one of the foremost practitioners in these parts. He has carefully studied all of the developments in this important branch of medical science and places his wide experience and comprehensive knowledge at the service of this community.

It is not strange then that the doctor is one of the busiest professional men in the community, for his services are in great demand. He is a courteous and accommodating gentleman and can be reached either day or night. The general satisfaction expressed by his many clients and the great demand for his services constitute a well merited tribute to his efficiency and conscientious methods. We wish to compliment Dr. Flanigan upon the very valuable work that he is doing in this section.

E. C. Lake, Granite and Marble Works.

Conducts at 1035 Willamette St. Eugene, One of the Largest Monument Works in This Part of Oregon and Enjoys a Large Patronage Over This and Surrounding Territory.

In a review of the business interests of the county there is no one concern more worthy of extended mention than this popular house. Here the public has at its disposal the services of a man who possesses the knowledge and who obtained his manufacturing and business education in the school of practical experience. From the inception of the enterprise quality has been the aim and the standard of

has been maintained from the beginning. The plant is very extensive and is equipped with the latest scientific machinery for the production of high class work. The name stands for high quality, reliability and progress in the monument lines in this section of country, and as the advances of the period have marked improvement in the monument makers art, this company has adopted these late scientific products as rapidly as they were approved by the trade. That the management has been especially active along these lines is evidenced by

their modern and up-to-date plant. The large number of their monuments placed in the cemeteries show in what appreciation the people hold this establishment. Their unusual symmetry and beauty of design stand as examples of their expert designing and workmanship and are the admiration of all who see them.

Anyone desiring or expecting to want anything in the above lines should consult them, call around and look over their designs and get their prices. Mr. Lake will be pleased to show you, whether you desire to purchase at this time or not. It is a pleasure for us to point to this concern as one of the leading enterprises of this section and to say that they have always been eminently fair and honest as well as progressive and up-to-date, and that they have won for themselves the reputation of having the leading concern engaged in this special field of endeavor, and to point out the advantages of transacting business with them.

The Johnson Furniture Co.

Located at 625 Willamette St. Eugene, Operate a Modern Furniture Store, Offering Comprehensive Service and Enjoying the Confidence and Custom of the Surrounding Territory.

This establishment is one of the firms that is not satisfied with a stock of a few chairs, tables and bed-room suites. When they set out to sell furniture to the people of this section they determined to keep in stock just about everything that there is in the furniture line. Anyone that has purchased from them or even been in their store will have to acknowledge that they have succeeded. We venture that there are few stores in much larger cities that carry a more complete stock of furniture. It is indeed refreshing in these modern days of boastfulness and high-sounding phrases and statements made to the public to find men and a business that is being run strictly on its merits, and well deserving of the excellent patronage it enjoys through its ability to serve the public and deliver the goods, and yet imbued with the idea of conservative business methods and a strict believer in "attending strictly to business," in other words, while others talk,

"sawing wood." No better example of this could be cited in this county than the Johnson Furniture Store. And when we say furniture we do not mean merely tables, chairs, book-cases and beds. We mean library tables, davenport, full-suites for every room, as well as individual pieces. When it comes to quality we wager that their stock will compare very favorably with the best. Whether you want furniture at a lower price or the most expensive kind on the market, you will find that this firm will give you value received for your money.

It is with pleasure that we make mention of The Johnson Furniture Co. in this business review and recommend them to our readers as a thoroughly reliable establishment and the proprietor, as one of our most reliable business men. Mr. Johnson is a booster for the town and community and assists very materially in helping to make this city a better place in which to live.

The Eugene Business College.

This Well Known Institution Located at 996 Willamette St. Eugene, Under the Able Direction of A. E. Roberts, Offers the People of This Section and Surrounding Territory an Opportunity That is Unexcelled in Any City—Students from This College May be Found Located Successfully in All Principal Cities.

Perhaps no institution, whether it be local or foreign, that operates in this section is more worthy of favorable mention than this well known business college. Mr. Roberts' experience in this particular line dates back many years. Since the day of its foundation to the present time there has been one idea in the manner in which it has been conducted and that is the improvement of living conditions and the broadening of all who are brought in contact with it in an intellectual way.

For years past the importance of special training for a successful business career has been impressed upon the mind of the public. The large employers are giving preference to the applicant who has trained himself for some line of work connected with the business he is about to engage in, and as a result the person who is untrained watches the new man or

woman go past him to some higher position that carries not only an increase in salary, but responsibility.

In many instances the finances of the family will not permit the child to take a college course, which is the aspiration of every modern parent, but with such an institution as this one in your midst the future in the life of your child is assured, for at a very nominal cost a most complete course in any business subject that he may desire can be assured.

All the modern methods of instruction in these courses have been introduced and the instructors themselves have been selected with the view of making this college one of the best of its kind in this section of Oregon, and in this review we take great pleasure in complimenting this modern institution that has added much to the growth and improvement of this section.

The Sigwart Electric Co.

Located at 933 Willamette St., Eugene, and Operated Under the Able Direction of Men Who are Expert Electrical Engineers and Who are Thoroughly Conversant with Every Feature of This Business.

Superior to the vast majority of electrical establishments and surpassed by none, either in general excellence of work or superiority of materials used, this well known firm has continued its successful career because the management and assistants are among the efficient electricians of this part of the state.

By dint of hard labor and unflinching determination to master every detail of their calling they earned a training in the intricacies of the profession that constitutes them authority on all subjects pertaining to this very difficult trade. Well versed in all the technical theory of the business, they have merited the position that they now hold by actual experience, so no matter what problem you may have in electrical work they can work out the solution which will operate to your best advantage.

It is not surprising then that this concern should have such a successful career in business, or that the management should now be proprietor of one of the leading establishments in

this section of the country. Modern and up-to-date, you will find there is a most complete stock in their store, and you will see that it has all been selected with an expert's eye for true value. Electrical fixtures and appliances of every description and of the latest model and best design are ready for you when you want them. There is a most complete stock of electric washing machines, suction cleaners, curling irons, flat irons, heating utensils and electrical household devices of every kind, in their store.

One might devote much space to a further description of their modern place and high grade stock, but let it suffice to say that you will find there just what you would expect to locate in the headquarters of such an establishment as they maintain.

We are pleased in this business review to compliment the proprietor, Mr. Lee B. Sigwart, of this well known concern and suggest that our readers take him into consideration when making purchases or desiring work in the electrical line.

The Pacific Auto Co.

Conducted at 174 8th Ave. East, Eugene, is One of the Modern Automobile Establishments in the County and are Sole Agents for the Famous Dodge Brothers Motor Cars. Featuring a Full Line and Enjoying a Large Patronage Over the Entire County.

The real test of an automobile comes in the manner in which it actually stands up on the road. Those who have ever enjoyed the satisfaction of driving a Dodge Brother's car cannot fully appreciate the wonderful value offered at such a reasonable price. Of course, we know that this car enjoys the reputation of being the leader in its class and the name you know has always stood for good quality for years. But this famous line of cars is so far superior to any other in this class that you must know it intimately to fully appreciate it.

This popular car is handled in Lane county by this well known firm, and let us say right here that they know their business from A to Z. A car of beautiful design and prepossessing appearance, it has a world of power, an ease of operation, a fuel economy that constitutes it the real automobile of the day.

The Pacific Auto company has also made a specialty of the many accessories that are so necessary to the motorist of today and features only the best in these lines. It is a pleasure for them to minister to the ills of your motor life and their prices are most reasonable.

You will find them courteous and accommodating salesmen with a comprehensive knowledge of the business. Mr. F. M. Hathaway and assistants, are well known business men of the county, who have always been boosters for their home community. In making this review of the onward progress of this section we wish to congratulate them upon the admirable manner in which they conduct their valuable agency and to state that they have merited the liberal patronage they have received and the confidence reposed in them by the general public.