

Special Edition Eugene, Ore., Business Review By D. A. Randall

Eugene Concrete Pipe Co., Inc.

EVERLASTING CONCRETE PRODUCTS

Who are located in Eugene at 135 Blair Blvd., is truly a home concern that manufactures high-grade products, including sanitary sewer pipe, drain tile, hollow wall tile, gypsum partition wall tile, brick blocks, and also feature famous slope waterproof patent face brick, reinforced culvert pipe, and ventilated chimney blocks.

They make a specialty of hollow concrete tile for building purposes which render permanent use and fire-proof class and are offered at prices a little more than if built of temporary materials. In buying concrete products you are assured of a permanency that does not exist in inferior materials as there is nothing to rot, nothing to rust, and nothing to decay.

There is probably no other community of this size in the country that is better equipped in this respect, for this well-known and popular concern

has provided modern and scientific tile and concrete pipe equipment.

As the world's greatest authorities have approved the recent inventions in all kinds of equipment they have been immediately 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 their patrons over the country, and for the fact that every patron of the concern is also a loyal supporter and a consistent booster for it.

Nor has the management and associates in the company been satisfied with merely providing for the immediate needs of the people of the section. With a broad vision of the future they have made improvements with the view of greater expansion of their service and have been most loyal supporters in the movement for

a "Greater Home Community."

This is a local concern, manufacturing the best pipe and concrete products. It has the best equipment and expert workmen. What we wish to call our readers' attention to, however, that is the duty to demand their products—not only because it is superior, but it is a local concern and merits your support.

In conclusion, however, we wish to state that the manager and assistants have taken a commendable interest in all propositions that furthered public improvements and that they have been willing and anxious to aid in the growth and expansion of the community at all times. Therefore, it has merited the popularity and liberal support that it received and we predict that when each town in the community becomes a famous metropolis this company will continue to minister to our needs in the same admirable manner.

Pacific Feed and Supply Co.

HAY, GRAIN, FEED

Located in Eugene in the Oregon Electric Bld., near the depot are extensive dealers in hay, grain, feed, poultry and dairy feed.

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 produc-

ers 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 serve the farmers and are glad to give him any advice or information he desires 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 thru their extensive wholesale establishments, because of their up-to-date business methods and the high quality of products handled this well-known concern has gained for this section a 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 by 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 onward 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.

The Booth-Kelly Lumber Co.

Located in Eugene with retail department at 5th and Willamette St., are extensive manufacturers of lumber, lath, shingles and slabwood.

This is truly a home enterprise as all manufacturing takes place at their modern mill. For they are the largest manufacturers of lumber in Lane county and their payroll is expended at home.

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 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 this business knowledge 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 experience of 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 large and modern establishment is located.

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 problems—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 onward progress, we wish to direct your special attention to their commendable activity as one of the distinct features of our business and industrial efficiency.

Independence Creamery Co.

Located in Eugene at 51 East 7th, do an exclusive wholesale and retail business in pasteurized milk, cream, and manufacture their famous brand of ice cream and butter 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 upbuilding 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 ev-

ery 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 the foremost concerns in the county engaged in this particular field of endeavor. They are big contributors to the progress and prosperity of the community.

Popularity with both the producer and the consumer is evidenced by the large number of farmers selling to them and the fame of their brand of products has attained. By reason of the fact that they handle a large volume of business, it can readily be seen that this twentieth century organization also enables them to pro-

duce a brand of butter and ice cream of uniform high quality. 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 product to our readers.

Korn Baking Company

BETSY ROSS BREAD

Whose most modern and up-to-date baking plant is located in Eugene at 400 14th East is from where the famous "Betsy Ross Bread" is distributed to the people of Eugene and surrounding territory.

To keep pace with Eugene's growth \$11,831.32 worth of new bakery equipment is being installed at the Korn Baking Co., so that Betsy Ross bread will be made under the most modern conditions.

Among these new machines are a 14000 pound or 7 ton high speed dough mixing machine which travels at the rate of 60 revolutions a minute. A 30-horsepower motor is required to drive this mixer at such a speed when filled with dough. 750 pounds of dough can be mixed at one mixing. 600 pounds of dough is the usual size of their mixes.

Then there is a flour blender, elevator, and sifter to replace their present equipment. This takes each

kind of flour from separate bins in the exact proportions desired and elevates it upwards through a flour sieve in to a flour scale hopper. This scale is set at a desired weight and when the scale balances the elevator is automatically shut off.

Another interesting machine being installed is a four pocket divider which measures out four pieces of dough of the proper weight at each stroke. This machine divides at the rate of 2400 pieces of dough each hour.

A new conditioning cabinet or proofer as a baker calls it is the fifth machine that is replacing older equipment. It consists of a glass enclosed cabinet 41 feet long, 3 feet wide and 8 feet high, in which 6 canvas belts carry the divided and rounded pieces of dough back and forth, slowly for a period of 12 to 18 minutes. This allows the pieces of dough to raise and become light after their kneading, before dropping them down

through the rolls of the moulding machine which shapes the loaves ready for the pass.

Lastly they are to make their own weather at the Betsy Ross bakery at 14th and Mth streets. An automatic humidifier will fill the dry heated air of the work rooms with the right amount of moisture so that the air is at the best temperature and degree of relative humidity to turn out the most perfect loaves of bread.

Visitors to their immaculate kitchen are always cordially greeted and conducted around to the departments from the storage rooms, mixing and make up rooms to the baking and wrapping departments. 3 automatic wrapping machines place the wrapper around the loaves at the rate of 1800 loaves per hour for each machine.

In making this review of our progress we are glad to refer this firm and Betsy Ross bread to the people of this section of Oregon.

McMorran & Washburne

EUGENE' OWN STORE

Centrally located in Eugene at Willamette and 8th is a leading Department Store that is built upon service, offering prompt and courteous attention and full values for your money.

A complete and well-selected stock of dry goods, art goods, infant's wear, Ladies' ready-to-wear, millinery and men's furnishings and men's and boys' clothing is carried.

In the selection of merchandise which is offered, they never lose sight of the fact that their customers come to look upon the label the fullest guarantee of quality, a dependability which must prevail whether the merchandise is offered at special sale or in the regular course of business.

They are constantly reminded of your appreciation of their unceasing efforts to search the style markets in order to show you the new things

first. Their connection with the foremost apparel and millinery houses in America enables them to give you the latest styles as soon as they are released.

The service of price has brought to them steadily each year many new patrons. It is a satisfaction to know that they are able to show their patrons that they are not asked to pay more for their merchandise because they purchased it in this large, fine store, and also to sell merchandise of a better quality at a competitive price.

First they insist that their service be dependable. You know that you are going to get value received and courteous treatment when you trade here because past experience has taught you that they are personally interested in you and your trade. Next, they leave nothing undone in

their effort to provide for you the very best that can be had for the money.

If you do your shopping in some distant city your home community suffers accordingly. In trading here you have the advantage of dealing with neighbors interested in you and your welfare.

Thus you are offered the dependability of trading with home people whom you know and who have your choice from a metropolitan stock and are served in the most efficient and modern manner.

This community is more prosperous, more progressive, more attractive by reason of their activities, and in this review of our onward progress we wish not only to compliment them but to urge all our readers that they cannot do better than visit this establishment when in need of anything in the furnishing line.

R. A. Pilcher Co., Inc.

A NATIONAL INSTITUTION

Who is located in Eugene at 956 Willamette St., across from the Rex Theatre, is truly a store where quality meets confidence, and is a large Chain Store Organization with stores throughout Oregon, Washington and California, and is offering the people the right kind of merchandise at prices that attracts trade from Eugene and all the surrounding territory.

At this store with a One Price To Everybody and a square deal to all, you are assured of the lowest possible market price every day. As no sales are held, therefore your dollar has the same value today as it will tomorrow.

In this new day of prosperity and with market conditions more settled,

it is indeed pleasing to note that there is right here in our midst a store that has done much to bring living expenses down. It was with the knowledge that only by offering the people quality merchandise at reasonable prices could they hope for a huge volume of business, that this firm opened its doors.

The store is so arranged that the goods are displayed to the best advantage to the customer, which enables them to locate what they desire without needless delay. The many departments are replete with the latest styles and to the ladies of this section this store has proven very attractive, for the stock in their departments includes all the newest creations that have been approved by the

leading arbiters of fashion.

It is possible to practically supply the wants of the entire family in this store, for the stock not only includes dry goods, ready-to-wear, shoes and men's furnishings, but a complete stock of furnishings for the entire family. Taken all in all, this store is considered headquarters for family needs in the surrounding territory and the reputation it has won is well merited.

The Pilcher stores are built up on the foundation of honest dealing with their patrons and in this edition we are more than pleased to compliment them upon the modern and up-to-date establishment they have opened here for the benefit of the people of this locality.

Willamette Furniture Co.

NEW AND USED FURNITURE

Conveniently located at 56 West 8th next to the Telephone office, 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. If you are contemplating the furnishing of a room complete or if it 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 desires, from the living room to the kitchen. There are big roomy suites, there are light and luxurious cane suites. For your bedroom you will find suites in the tall and stately periods and designs, or the dainty Queen Anne and dining suites, also in oak, walnut or mahogany. Before you furnish your home, let them show you these home outfits. You will be delighted with the variety and beauty.

The management is in the hands of progressive business people. In making this review of the progress of the community we are pleased to compliment them and refer the establishment to our readers. If you are bothered by the present season of high prices we suggest that you will find a visit to this store a revelation in possible economy.

Hampton's

THE BARGAIN CENTER

Centrally located in Eugene at 841 Willamette St., is truly a metropolitan store that is enjoying an ever increasing patronage from Eugene and surrounding territory and offer exceptional values in Clothing, Dry Goods, Ladies' Ready-to-Wear and Men's Furnishings. The entire establishment is under the direction of a management of excellent taste, featuring high grade goods at reasonable prices; one of the really economical trade centers where quality is consid-

ered.

Individuality and distinctiveness of design is noted in specialties and ready-to-wear from this establishment and this is in a large degree responsible for the extensive trade of this store.

First they insist that their services be dependable. You know that you are going to get value received and courteous treatment when you trade here, because past experience has taught you that they are personally

interested in you and your trade. Next, they leave nothing undone in their effort to provide for you the very best that can be had for the money.

Hear Railroad Discussion.

A dozen business men were in attendance at a meeting held at the Eugene Chamber of Commerce Friday night, at which Great Northern Railway officials discussed the "Northwest Railway Situation." Fear of a possible collapse of the American railway system was voiced by the officials in their discussion of the situation.

EXPRESS RATES REDUCED DECEMBER 5, ANNOUNCED

Reduced express rates on green and dried fruits, vegetables, and nuts, effective December 5, were announced here today by the American Railway Express company through Agent Carl Olson. The new schedule was made effective at this time for the benefit of Christmas shippers, but will become permanent after the holiday season.

These commodities will be shipped under this schedule at the following rates: to Missouri river points, \$4.28 per 100 lbs.; to Chicago and St. Louis \$4.96, and points east of Chicago, \$5.64. An minimum charge of 45 cents will be charged.

Agent Olson made an appeal for prompt shipment of packages, declaring that "early shopping and early shipping of Christmas packages is

hand in hand." He urged that shippers be careful of the addresses on express packages, and that fragile packages be so marked.

On Vacation—F. M. Gaeden, retail man at the local plant of the Booth-Kelly Lumber company, is away this week on a vacation. E. E. Hartung, of the company's Eugene offices, is relieving Gaeden.