

Green-Kilborn Co.

ONE OF EUGENE'S BEST STORES

Centrally located in Eugene at 825 Willamette St., is the home of the Tailored at Fashion Park Clothes and outfitters for the men representing a progressive and up-to-date clothing store, which carries at all times a complete and well selected stock of clothing; in fact, everything in the furnishings line.

There is nothing so important to the commercial development of the smaller city as an up-to-date establishment where the men of the community can satisfy their demands for clothing and haberdashery. This is the day and age when men, both old and young, must be neatly attired in clothes of distinction and quality. If they have to do their shopping along

these lines in some distant city, the home community suffers accordingly.

In this part of the state the needs, desires and demands of the male population are more than satisfied at this well known store. This progressive establishment is strictly modern and up-to-date and is stocked with a class of goods that would be a credit to a much larger city. It features nationally famous lines of clothes for men and young men, which, in itself, is proof of their wisdom, for these lines are found only in the leading establishments. Just at present they are well prepared to serve men of all ages and ideas with an immense stock of all the newest and most attractive designs.

The clothing department is one of the very popular features of the establishment. Here you will find that the excellent material and the expert workmanship inculcated into their clothes, will render your apparel that degree of distinction and quality. That individuality which is so desirable and so hard to obtain has won for their garments a fame that is ever increasing the patronage.

A full line of haberdashery, including shirts, collars, handkerchiefs, hose, hats in new styles and beautiful ties are carried in stock.

The management in charge are some of the well known business men of the city who have merited the leading position attained and the large patronage received.

Chase & Lesley

PLUMBING AND HEATING

Whose modern Plumbing and Heating establishment is located in Eugene at 932 Oak St., are the agents for the Arco Heater and Automatic Oil Burner, and feature the Standard and Kohler Plumbing Fixtures. And they do an extensive business in Plumbing, Steam and Hot Water Heating and Repairing.

Do your guests like your bathroom? From your own experience, you know how nice it is, after a train journey or a long motor ride, to be shown into a spotlessly clean, white bathroom. How nice the white tub, white bowl look, the small freshly laundered towels awaiting your convenience. Even before you have seen any other room, you begin to like that house and feel at home.

Is your bathroom like that? Are you proud to have guests go into it? Or do you think perhaps that they

criticize it because of old-fashioned fixtures?

At this up-to-date and thoroughly complete establishment you will find equipment and fixtures the most scientifically correct and a stock that is full and complete.

In the upbuilding of the modern American city of the 20th century, the service of the modern sanitary engineers are of the utmost value. For by the modern standards of living the length of the average human life has been greatly increased. This is partly due to the work of the sanitary engineer. This condition compels the modern sanitary engineer to be a man of advanced ideas, with a thorough knowledge of the law of sanitation.

The establishment and work shop are comfortably housed and the display rooms are filled with the latest inventions of the modern manufacturer.

ers of plumbing fixtures. They carry a stock at all times of everything needed in the line and you can go there and pick out what you want and see it before buying.

Courteous and efficient to a marked degree, the manager has surrounded himself with employees thoroughly conversant with every feature of the business and as a result work moves along at a most rapid and satisfactory manner.

Readers of this issue will find a call at this shop both interesting and profitable, and you can depend upon the advice, information and service they offer. No matter what information you may desire or under what circumstances you wish to consult them in the matter of plumbing or heating, you will find when you have come to this firm you have placed the matter in able and competent hands.

Griffin-Babb Hardware Co.

SAW MILL AND LOGGERS' SUPPLIES

Whose modern and up-to-date store is located in Eugene at 716 Willamette St., renders such satisfactory service of the retail trade that it is recognized as one of the leading hardware firms of this section of the state and is under the direction of men widely known in hardware circles. They carry at all times a complete line of Standard and National advertised lines of Hardware, including sawmill and loggers' supplies, blacksmith and plumbing supplies. They are also the agents for the Lincoln Paints and Automobile Enamel and carry at all times a stock of Sporting Goods, Hunting Goods, Ammunition and Cutlery, and carry a selected stock of Builders' Hardware, in fact everything in the Hardware line.

It is a well known fact that there is no one institution in the commun-

ity 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 and because their comprehensive knowledge of every branch of the trade, this establishment has continued to witness an increase in the number of patrons.

This company is known throughout this section as one of the leaders in business. The immense volume of business, their experience of years as a prominent firm in this line, their practical knowledge that has won for them the recognition of the county at large and the patronage of thousands, all add to the progress and prosperity of the community in which their establishment is located.

This is farmers' headquarters and is a center for the people when driv-

ing to town. The very best of attention is given to the people from the surrounding counties. They have a reputation far and wide as reliable men in the hardware business, and in making this review of the development and progress of the community it is quite proper that we compliment them upon their efficient establishment. You can depend upon them at all times for expert services, adequate information, courtesy and a stock of the highest quality merchandise obtainable. The management is of the well known and prominent business men of the community and among the foremost boosters for all propositions promoting public betterment.

Their desire to please makes this hardware store most worthy of mention and we wish to compliment them in this edition on their success in their special field of endeavor.

Midgley Planing Mill Co.

ESTABLISHED 1881

With an up-to-date mill located at 4th and High St., in Eugene, are extensive manufacturers of Sash and Doors and Frames, and Inside Finish Moulding. They also carry a complete stock of Glass and the Peerless Cabinet, and are the agents for the Stormite Roofing and Upson Wall-board that is better than plaster for Walls and Ceilings in new and old buildings.

Be a booster and buy at home. This firm is under able and efficient management and can offer the utmost in service.

This is the day and age when the public demands not only magnan-

imous service, but the best in quality at a reasonable price. Thoroughly conversant with the manufacturing conditions of the country, and with 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 distinctively satisfactory. Real value at the most reasonable price possible has been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

The manager and assistants are men of long and practical experience in this business. They are thorough-

ly conversant with its every detail and are considered authorities in all that pertains to the operation of a modern planing mill.

In making this review of the progress of this section of the country we wish to compliment this firm and management upon the admirable manner in which the business of this valued institution is operated; upon their progressive and public spirited policies. We wish to refer this establishment to all of our readers as one of the distinctive features of the commercial efficiency of this part of the state and as headquarters for high grade mill work of all kinds.

Table Supply Co.

A FOOD DEPARTMENT STORE

Located in Eugene with an up-to-date store at 9th and Oak St., is one of the largest food stores of its kind in this section, doing an extensive retail business in Fancy Groceries, Meats and Home Cooked Foods. In their meat department, Government inspected meats are handled, while from their sanitary kitchen the famous "Home Brand" is distributed.

This is one of the reliable institutions of this section of the state doing an extensive business throughout this territory. They pay the top of the market for farm products and have grown to be popular dealers in this particular line.

One of the recognized principles of farming along scientific lines today is the raising of poultry and livestock. It is because of the excellent service and desirable market, afforded by this well-known company, that this feature is receiving more attention

from the farmers today. Today, progress along this line is particularly noticeable in this community where the producer knows that he will receive the highest price for his poultry and eggs.

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

It is important in the return to normalcy 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

"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.

There is no more public spirited citizen in the community than the management of this well-known establishment, and in making this review of this section, we are pleased to commend them and give them in this review the prominent position that their progress and reliable policies have merited. We assure our readers that at this store they will receive the best treatment and the highest price.

Christmas Printing of all kinds is done at the News Office.

CALL AND SEE Dr. N. W. Emery on prices on plate and other work. tr

Chet Hemenway

EXCLUSIVE RADIO DEALER

Whose location is 691 Willamette St., in Eugene, is one of the foremost Radio concerns in this section of the state. They have a complete line of the foremost sets and repairs for all others. They invite you to bring your Radio troubles to them.

Radio, is perhaps the greatest invention that has been made in the last decade. While it is only in its infancy, its usefulness is proven to us every day. From a standpoint of entertainment, it is unexcelled. The biggest concerts, addresses, operas, music of all kinds, baseball and football games, all contests of international importance are reported as they happen, to the radio fans. There is not a night but that the radio fan can get any and all kinds of entertainment that he desires.

In the way of usefulness it has proven a big impulse to aeronautics, shipping, etc. It lets the farmer have the latest market reports, the weather condition and it is to him that it has proven the most useful, as it brings the city amusements into his home. The best thing about it is that it is inexpensive and sets can be had and are within the reach of everybody.

This firm is one of the foremost in this section and they have secured the best class of merchandise to offer the public. They can supply you with sets from the very cheapest to the most expensive kind on the market. No matter what priced set you buy you get value received for your money. They have also a most complete stock of parts and supplies for all sets and

anything there is to be had in radio line they can supply you with. They make a specialty of shooting your troubles and this is made possible because they understand radio from the ground up.

The men in charge are expert Radio men and you can depend on the advice and information they give you. You are invited to tell your troubles to them and they are glad to advise you and help in any way. We assure you that no obligation is incurred merely because you ask questions. They are genial and accommodating and would like for you to call around and look over their stock and get their prices. The wonders of radio are so many and the cost so small that no one, no matter what situation in life, can afford to be without one.

Peter Pan Confectionery

FINE CONFECTIONS AND CAFE

Whose most modern Confectionery and Cafe is located in Eugene at 995 Willamette St., is one of the beauty spots of Eugene. Their high grade quality candies have won commendation from people in Eugene and surrounding territory as has their lunch service for it a common saying to hear people say "I'll meet you at Peter Pan."

This well-known 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.

The local and traveling public has learned that this is a place where the demand is more than satisfied in obtaining food. Courtesy is another outstanding feature of this place, as it is a pleasure for them to serve the public.

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 places that are only frequented by the manager and assistants, where all silverware is polished and dishes sterilized.

It is a pleasure to have such a clean and modern cafe as this to refer the stranger and local people to, as good eating places are not common, and at this place the food is prepared in a very satisfactory manner.

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 to the eye and arranged for the general comforts of their patrons.

We wish to compliment them on the standard of their cafe and do not hesitate to refer it to our readers as a good place to eat.

Baily Electrical Company

ELECTRICAL CONTRACTORS & DEALERS

Centrally located in Eugene at 646 Willamette St., one of the most modern and up-to-date electrical supply houses in this section of Oregon.

They are Electrical Engineers and Contractors and also have on hand an extensive stock of electrical equipment and appliances that would make a choice selection as Christmas gifts.

They feature the famous Universal Ranges, General Electric Co. Electric Motors, Vacuum Cleaners, and Mazda Lamps, and specialize in Electrical Construction and Lighting Fixtures.

Meeting with instant and almost universal approval, the work of this company is now going to all parts of the county and with the dawn of new

prosperity in the country, the future will see this firm one of the busiest bee-hives of industry in this section, as prosperity gives impetus to other desires of efficiency. There is not an establishment in this community which is of greater commercial value than this company.

The name stands for quality, reliability and progress in the Electrical Appliances business of this section of the state. The manager will be pleased to show you the things you are interested in, whether you are ready to contract just 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 it has always been eminently fair and honest as well as progressive and up-to-date. They have won for themselves the reputation of having the leading concern engaged in their special field, and we point out the advantage of transacting business with them.

The business is under the direction of a progressive 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 county and is known as one of our foremost citizens.

Applewhite Transfer Co.

Located in Eugene at 31 7th East, are Bonded Carriers and is an up-to-date and well managed transfer company, splendidly equipped to take care of their many patrons in the city and adjoining territory.

They make a specialty of Freight, Teaming, Shipping, Receiving, Warehousing and Storage.

One of the greatest conveniences of modern life is the efficient and careful transfer company. It has been demonstrated that the truck is the best way for handling moving problems, and this firm is one that specializes in giving the best service in to the many patrons it serves in this capacity.

Realizing the necessity of this type of service, and knowing that the public is entitled to the best, there is to be had, large motor trucks have been provided. These trucks are mod-

ern in all respects and of large capacity. By the proper packing of your furniture, they are able to haul very large loads and also to pack in such a manner that you will not need to fear any of furniture will be marred or damaged.

The modern moving service has proven a great convenience to the householder of today. No more need to worry about hiring carpenters to build crates then hunt draymen to haul the goods to the depot. Now all that is needed is to call the transfer firm and they will look after all the details and will deliver your goods to a city two hundred miles distant in twenty-four hours. This firm makes a specialty of long-distance moving and the handling of pianos and other heavy articles. You can rest assured that when you turn your moving problems over to this firm, everything will be looked after just as carefully

as if you were doing it yourself. You need have no hesitation in turning your moving over to this firm in its entirety.

The men employed by this firm are experts in this line, and careful in the handling of your furniture. They know how to pack and save every inch of space, and they know how to drive and avoid damage to your goods in transit.

It is such conveniences as are provided by this modern firm that add to the attractiveness of any community, and we wish to direct the attention of our readers to this firm when anything in the moving line is contemplated. The manager is a progressive business man, interested in the advancement of the community, and is ready and glad to give you any information that you may desire regarding any phase of this important side of te modern life of today.

Brakel-White

AUTOMOBILE ELECTRICAL ENGINEERS

Whose Super Service Station is located in Eugene at 9th and Olive are the most prominent Automotive Electrical Engineers in this section, and are the Manufacturer's Service Representatives for many nationally known lines of electrical auto accessories including the Delco, Remy, Klaxon, De Jon, Dyneto, Robert Bosch, Auto-Lite, Westinghouse, Stromberg, Atwater Kent, Connecticut, Spiltdorf, and A. C. Speedometers.

They also feature the famous Exide Batteries and maintain a modern battery station in every respect as they do work on all makes of Batteries and have a modern electrical repair shop in connection.

With steady improvement in automobiles, the auto electrical engineer has become a necessity rather than a convenience. With practically every car equipped with a self-starter and

up-to-date lighting system it requires the work of men who are well versed in this feature of repair work to keep your battery in running order.

The manager of this well-known house realized this when he started in business 5 years' ago and as a result equipped his plant with all the latest machinery so that he could turn out work that would pass the closest inspection. He searched the market thoroughly for a battery that would give the people complete satisfaction and decided on the Exide Battery.

In the repair department they have provided machinery for the repairing, rebuilding or recharging of batteries. This service is a great accommodation for motorists, for they have learned that their batteries will be correctly repaired and that the firm gives guarantee on their work. They are probably as well equipped to do this

work as any other establishment in the city. We would suggest that you take your work to them.

We are pleased in this review to give the manager and his associates the prominent place they deserve in the business life of this section and we wish to compliment them on the high quality of work performed.

They have a department where they specialize on all kinds of electric work on all electrical units. For Starter, Generator and all ignition and lighting troubles go to them and you are assured of the best work by men who know what they are doing.

The new Super-Service Station recently completed is truly one of the finest on the Pacific Coast, containing a Battery and Electrical department, Tire and Vulcanizing department, Washing and Polishing department, Greasing department and Gasoline and Oil department.

(Paid Advertisement)

Exclusive Christmas Card Line at the News