

# Eugene Business Review By D. A. Randall

## Ragen & Bowman

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 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.

## 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 are the agents for the Greeley, Radiola and Atwater-Kent Radios in the various styles and models.

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 conditions 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 com-

plete 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 asked 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.

## Pacific Feed and Supply Co.

Hay, Grain, Feed

Located in Eugene in the Oregon Electric Bldg., near the depot, are extensive dealers in hay, grain, feed, poultry and dairy feed, as well as all kinds of commercial fertilizer which can be bought in small amounts or car load lots.

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 producers 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 grade channels of 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 reasons 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 continu-

ous 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 and 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 prob-

lems—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.

## Eugene Fruit Growers Association

Whose most modern and up-to-date plant is located in Eugene at 8th and Ferry St., is one of the most extensive manufacturing plants in this section of Oregon. They do a tremendous fruit packing and shipping business and maintain one of the leading Dehydrating plants in this district, as well as a complete Ice and Cold Storage plant.

The Eugene Fruit Growers' association plant is the largest food plant in the Northwest and the largest packers of vegetables on the Pacific

Coast. They maintain plants at Junction City, Creswell and Cottage Grove.

It is a fact beyond question that adequate ice service is essential to the progress and expansion of any community. Therefore in detailing the prospects for a "Greater Home County" it is with a feeling of satisfaction that we direct your special attention to their ice manufacturing department.

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

has provided modern and scientifically correct machinery for the manufacture of pure ice, 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 many patrons.

This is also the home of the famous College Ice Cream. This ice cream is not only health protecting, but is health giving as well. Only the purest of cream and flavors are used and every precaution is taken to make the product delicious and healthful. The machinery is of the

latest model and strictly up-to-date.

During the war the national food administration placed ice cream in class 3 because they found it was exceptionally high in food value. One quart of this delicious ice cream equals two pounds of lean meat, 1 1/2 pound ham, 2 1/2 pounds of eggs, 3

pounds potatoes. Therefore, even at its present price ice cream is yet one of our cheapest foods.

This popular plant is one of the leading institutions. They have always taken an active interest in all matters that pertain to the good of the county and have aided in the bet-

terment of local conditions, realizing that a larger city and community would be a benefit to the whole people. We wish to compliment the management upon their progressive and successful policies, and to refer their establishment and its products to our readers.

## Benjamin Motor Co.

Hudson, Essex Dealer

Who are located in Eugene with salesrooms at 824 Pearl St., are the agent for the famous Hudson-Essex automobiles in this section. Few cities of like size in the nation can boast of such modern and up-to-date motor service. Not only because they are authorized sales and service station for the Hudson-Essex, but because they render most efficient service. This well-known automobile company has become known as the home of the Hudson-Essex in this section. Hudson and Essex are the biggest producers of six-cylinder closed cars in the world. This permits the lowest prices in Hudson history, and for the finest Hudson ever built. Thus it is more than ever the "World's

Greatest Buy" and sales prove it. Its simplicity has always meant a lower selling price than is permitted in complicated types. No design, however costly, has been found to excel Super-Six smoothness, reliability and performance. Hudson quality has constantly been improved. Easier steering, greater roadability, more comfort better materials, finer workmanship, handsomer appearance and more lasting finish.

This motor company employs only the expert assistants, no matter what may be your need in the line of service they are competent to execute it.

The men in charge are authorities on questions pertaining to the automobile business and are always courteous. (PAID ADVERTISEMENT)

teous and accommodating and it is a pleasure for them to supply your wants.

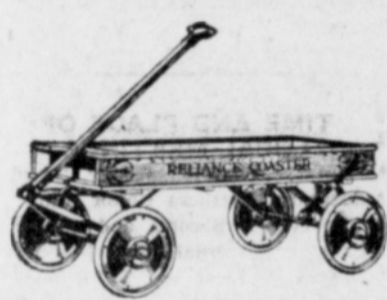
They offer a complete line of parts and service by mechanics who are thoroughly familiar with the construction of the engine, chassis, body and in fact with every detail.

The management and assistants are among the business men of high standing in the community and are prominent in the commercial life of the community. They are boosters for this section, and in this edition, embracing as it does the most salient features of the community's progress, we direct your attention to this establishment as one of the most important features of the efficiency of the community.

## Boys! Here's Real Fun! New Wheel Toys-- Now Our Greatest Christmas Display

Velocipedes, Coasters, Scooters—and similar easy running, ball bearing Wheel Toys and Christmas Gifts that will delight any boy or girl, and assure them the kind of exercise so essential to the proper development of children. Splendid, sensible gifts that will be the talk of the neighborhood and the envy of other boys and girls.

Healthful toys that will keep sonny and sister out in the pure air and sunshine. Scores to select from for tiny tots as well as the larger children. Bring the kiddies in to see our display of new Wheel Toys.



**\$6.75 Hardwood Coasters** \$5.35  
Hardwood bodies, rubber tired disc wheels, roller brakes and steel gear—well finished.

**All Metal Scooters** \$3.95  
With rubber tired disc wheels and stand. High handles, sturdy and well finished.

**Extra Large Scooters** \$7.50  
Extra sturdy of build, with rubber handles, brake, bell, and stand. Disc wheels balloon tires.

**"Tot Bikes" for Kiddies** \$3.95  
Like Kiddie Kars, but with pedal propelled front wheel—hardwood frame enamel finished, several sizes, priced up to \$6.50.

**\$7.50 Large Coaster Wagons** \$6.35  
With hardwood bodies, rubber tired disc wheels, roller brakes and steel gear. Very well finished.

**Disc Wheel Scooters** \$3.50  
Heavy type scooters with steel frames, high handles and brake. Rubber tired disc wheels.

**Metal Wheelbarrows** 98c  
For the youngster. Has metal body and disc wheels. Nicely finished. Now.

### Many Styles Velocipedes

From the very large size with tubular steel frames and tangent spokes, just like bicycles, with roller bearing wheels and pedals to the smaller steel frame styles, ranging from \$17.50 down to \$3.95.

## LUGGAGE The Finest Gift of All

Now—Our Greatest Showing—Very Moderately Priced.

What gift could be more appropriate—what gift more everlasting, than one of luggage? Our display is now replete with the new in hat boxes, ladies fitted cases, handbags, suitcases, etc. Choose yours now.



**\$6.50 Enameled Duck Hat Boxes \$4.95.**  
Hat boxes in patent leather finish, trimmed with brown leather—good hardware handles—cretonne lined, 16 and 18 inch sizes.

**\$11.75 "Naughdyde" Hat Boxes \$9.85**  
Very durable numbers built for long service. Both practical and good looking, now priced at, \$9.85.

**Mens 18-Inch Band Bags, \$9.50**  
Mens lined handbags in high grade leatherette, with sewed corners, heavy hardware handles now \$9.50.



**Extra Special!**  
TABLE LAMP with imported vase base and georgette shade in a variety of colors. Lamp is equipped with cord and fixtures.  
Complete for **\$4.35**

**Buy Gifts Now—Pay For Them Next Year**

USE YOUR CREDIT

WETHERBEE - POWERS

WE CHARGE NO INTEREST