

INDUSTRIAL REVIEW OF PENDLETON

Pendleton and vicinity is now enjoying a period of unprecedented prosperity and progress—business firms have their goods marked at moderate prices, automobile dealers are offering higher class cars cheaper than ever before—excellent public highways make motoring a pleas-

ant pastime, homes are modern and well kept, public utilities offer best of service, the churches and schools are of the best in the country, the hotels and restaurants offer prodigal hospitality, all of which invites one to be a life long resident or guest of one of the most substantial commu-

ties in America. In this survey of Pendleton we have endeavored to point out the progress and advancement of the business, social and professional life of the territory and the elemental factors that are contributing to the onward march of the people to the golden age. While this

edition contains no historical data, yet a shrewd observer picking up a copy of this paper a hundred years from now will be able to get an excellent idea of the business life of today.

The day of "Cheap John" was yesterday. The farmer, laborer and

professional man of today all want the best in the various lines and demand service. Since the days of the late war, wages and remuneration in practically all lines have given the people more with which to buy and their tastes have been educated to

want the best. They have the money with which to secure it and successful business men are giving them what they demand. This has resulted in a great falling off in the mail order business to distant parts and has been a great boon to the local

merchants who carry merchandise that can be seen, inspected and loaded into the auto and taken home. Before you mail that letter to the mail order house investigate the services of the firms we are reviewing on this page.

FRED H. BROWN

EVERYTHING IN JEWELRY—AS REGARDS QUALITY, YOU CAN REST ASSURED THAT WHATEVER THEY HAVE TO OFFER WILL BE PRICED AT THE MOST REASONABLE FIGURE—AND A SELECTION WILL BE EASY—IN PENDLETON AT 817 MAIN, WITH PHONE 433.

Centrally located in Pendleton, Fred H. Brown conducts one of the most modern and up-to-date jewelry stores in this section and is a local store that is replete with everything that is the latest and best. As a proof of our statement we suggest that you visit this store, where you will find quality Diamonds, Watches, Jewelry, Sterling Silver, Sheffield Silver. They also make a specialty of expert Watch and Jewelry Repairing. These articles make suitable presents for all occasions.

This is one of the most progressive establishments and is meriting the large patronage it is receiving. Whatever you wish in watches, diamonds and jewelry you will find in this store a choice assortment from which to make your selections. As regards quality, you may rest assured that whatever you purchase will be priced at a most reasonable figure, for this establishment is in charge not only of a reliable business man, but one who has had wide experience in this field and knows the

business from the ground up. All of those many articles of jewelry so dear to the feminine heart are offered in great profusion of attractive patterns and courtesy and accommodation mark their service.

We wish to compliment them upon the high standard of efficiency they maintain in the establishment, the superior quality of goods and the admirable manner in which their establishment is conducted.

CONSOLIDATED TRUCK LINE

DAILY TRIP TO PORTLAND—CONNECTING LINE TO WALLA WALLA

Located in Pendleton at 516 Willow, with phone 509, the Consolidated Truck Line is one of the most up-to-date truck lines in this section.

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

Realizing the necessity of this type of service, and knowing that the pub-

lic is entitled to the best there is to be had, large motor trucks have been provided. These trucks are modern in all respects and of large capacity. By the proper packing of your freight they are able to haul very large loads and also to pack in such a manner that you will not fear any of the goods will be damaged.

This concern looks to the future and is providing a service that is always in advance of the times. They are public spirited men and earnest workers in the interest of the people over this section of the state. They

and their employes have at all times been ready to lend their assistance to all propositions that promised the development of this part of the state. They have merited the support of the people which they have enthusiastically received.

We take this opportunity to compliment them upon their success and to urge upon the people that their service should be appreciated and placed first in the minds as they are aiding in the development of this part of the state.

PENDLETON POULTRY COMPANY

CASH BUYERS OF POULTRY AND EGGS—LOCATED IN PENDLETON AT W. WEBB AND TUTILLA, WITH PHONE 821-W, ARE FEATURING AN EXCELLENT SERVICE TO THE FARMERS ALL OVER THIS SECTION. THEY ARE INFORMED TO THE DAILY PRICES OF POULTRY AND EGGS.

We are fortunate to have such a splendid organization as the Pendleton Poultry Co. to serve in the capacity of furnishing the product with a market, as they always offer the best of the market prices. This concern also contracts and ships the produce over this section. They are helping to encourage diversified farming by running a complete produce service. They are familiar with the poultry and egg business and by experience learned the various fea-

tures that are conducive to success. They are well informed as to which and what is the best for your particular needs and are always willing and anxious to give you any and all information free of all charge.

They are thoroughly familiar with conditions in the poultry and egg market and are able to place all produce bought in advantageous markets and grade it so that the highest prices will be obtained. It is part of the business that makes the profit

for the firm as they pay the farmers more than could be secured if they shipped to other places.

They offer the farmers a most advantageous market right here at home.

In making this review we are glad to compliment them upon the up-to-date policy upon which the business of the establishment is conducted and to say that this firm will greatly aid in the development of this section of the country.

FELL'S DOMESTIC DRY CLEANING COMPANY

CLEANING, PRESSING REPAIRING

Located in Pendleton at 810 Thompson, with phone 100, the Fell's Domestic Dry Cleaners are specialists in cleaning, pressing and repairing and is a reliable and modern establishment in every respect enjoying a large patronage from a wide territory.

They are equipped to do all classes of cleaning and make a specialty of out of town work. Reliability, reasonable charges and expert work has caused the patronage of the firm to steadily increase since it first started business.

The plant has been equipped with the latest machinery so that they

can handle all classes of dry cleaning in a most satisfactory manner. Every garment left with them is given their best attention and this fact has caused them to build a reputation that covers a wide territory.

No work is too difficult to handle and they make a specialty of ladies garments while they also have a list of men for whom they do work that includes men who realize that proper cleaning of suits and overcoats will mean longer life in addition to better appearing garments.

It is an established fact that a properly cleaned garment will wear longer for the process used gives the

woolens and makes them wear resisting thus a garment they clean will not only look better but wear longer.

Another feature of Fell's Domestic Dry Cleaning Company's service is that when they clean a garment it is not only thoroughly cleaned but does not come back with a disagreeable odor.

This firm's parcel post service is also a desirable feature. If you send your work to them by parcel post telling them what you wish done, they will give you the best of metropolitan service and return the work to you promptly by mail.

THE RIALTO

A REGULAR PLACE FOR REGULAR FELLOWS

The Rialto located in Pendleton in the Temple building with phone 300, is a social center for this part of Oregon, and is very popular with people from all over the surrounding territory. Here one gets the atmosphere of the sports as the main topic of conversation is always the latest events in the sporting world. No matter whether it is baseball, football, golf, billiards, the Olympic games, or any other national sport, you can get the latest news here as they make it their business to keep up on the events in the world of sport.

It is in social centers such as the

Rialto that our superiority in the sports originate, and the reason that America leads the world in sports today is that the contestants are spurred on by the enthusiasm created by the people.

This place has a very complete billiard department where the very best of equipment is provided. All the tables and cues are continually looked over and the attendants see that everything is spic and span. The best of order invariably prevails at the play and everything is conducted on a high plane.

The soda fountain is a feature of the community life of Pendleton. The choicest of ice cream and soda are served from a modern and sanitary fountain.

In the cigar, cigarette and tobacco department they carry all the leading brands and are kept in excellent condition.

The patronage includes some of the leading people of Pendleton who drop in for a social game of billiards which is distinctly a gentleman's game, or to meet one's friends and talk over the sports or politics of the day.

JOHNSON TIRE SHOP

VULCANIZING AND REPAIRING—FEATURING FIRESTONE AND OLD FIELD TIRES

Located in Pendleton at 329 Court, with phone 651, the Johnson Tire Shop features Firestone and Oldfield tires and are extensive dealers in high grade tires at reasonable price. Make a special feature of vulcanizing and repairing under direction of tire and vulcanizing men of wide experience, who are always boosters for Pendleton and vicinity.

Just as the motor car and motor truck have become indispensable features of latter day business and social life, so has the well equipped vulcanizing establishment become one of the essential features of very pro-

gressive American community. This well known establishment has come into prominence in this section of the state because it is not only equipped in the most scientific manner for the highest grade of work, but it is operated under the direction of men who are experts in the vulcanizing and tire business.

They are most extensive dealers in tires. In this department they evidence their wisdom by featuring high grade tires for which they are official distributors in this section. Featuring Firestone and Oldfield tires, which speak for themselves. These

brands need no comment from us. Just let us advise that they have all sizes on hand. These tires are manufactured by one of the largest producers in the country which assures you quality as well as reasonable prices.

Whatever you may wish in tires it is well worth your while to consult them. Their service is both courteous and painstaking, and you are made to feel that your patronage is appreciated and desired. In charge is a substantial and progressive business man, and it is quite proper that we refer all our readers to him.

FARMERS' ELEVATOR

EVERYTHING IN FEED

The Farmers Elevator located in Pendleton at 1001 W. Webb, with phone 582, is doing an extensive business in 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 consideration and 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 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 help the farmers and are glad to give them any advice or information they desire 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 through their extensive wholesale establishment, because of their up to date business methods and the high quality of products handled, this well known concern has gained for this section 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 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 progress of this section of the county 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.

W. H. MORRISON

REAL ESTATE

W. H. Morrison whose office is located in Pendleton at 739 Main with phone 475, is enjoying a large patronage over this part of the country.

In this day and age, when conservative men are constantly seeking investments where they are not only assured of a reasonable source of income but reasonable increase in value this real estate firm is doing more than its share to meet the demands of such men.

Our county is indeed fortunate in having this real estate office in its midst. Mr. Morrison has been identified with the growth and expansion of this section and has made a close study of the real estate conditions,

so that he can offer the buying and selling public the very best of service. He has on his books a large list of most desirable properties for sale, both town and country, at prices and terms that cannot fail to be attractive to the intending purchaser, and he has made many important deals in this section of the country.

He has made it a point not to list property for sale for more than its true value, and this is where his close study of local conditions renders him an authority on values. He also transacts considerable business in city lots and has been the medium through which many of the citizens of the county have purchased their

homes.

We wish to urge our readers who are interested in selling their property or who are looking for a substantial investment, that they will find this firm one well worth looking into. Mr. Morrison has done a great deal toward improving living conditions in this section, always being a booster for propositions that promise public improvement. He is a reliable and progressive business man and has the endorsement of nearly every bank in this part of the country, and in making this review of the onward progress of the district, we recommend him to all our readers.

CLUB CAFE

LOCATED IN PENDLETON AT 212 E. COURT, WITH PHONE 216, FEATURES THE BEST OF HOME COOKED MEALS PREPARED IN A WAY THAT SATISFIES—HAVE MODERN EQUIPMENT AND USE THE BEST OF MATERIALS AND OFFER DELICACIES OF FOOD THAT ARE GAINING FOR THEM A LARGE PATRONAGE.

The Club Cafe is one of the most

popular establishments of the city where metropolitan service is rendered and the excellent and courteous treatment they and the efficient employes are giving the people is winning for them a large patronage of which they may well be proud. Their place is equipped with the latest and best fixtures and perfectly appointed. If it is cool and

will put you right with the world for this is an up-to-date place and serves its patrons in all kinds of

weather. The management has secured the very latest of equipment for cooking of food and has placed this part of the work under the direction of experienced people. The very best of materials are used and all food is prepared just right.

The best of home cooking is featured and if you desire a good, wholesome meal, prepared in the way you like it, here is the place to get it.

In addition to providing always the better grade of food, the policy of the management includes serving

at the lowest possible price. The large amount of business which this concern enjoys enables it to carry out the "Large Sales, Low Prices," policy even with the greater cost which necessarily is incurred in the better grades of food which they use. The success of this policy is shown in the even greater patronage.

We are pleased in this review to compliment the Club Cafe upon the high character of the concern which is rendering a much needed and highly appreciated service to the people.

ELECTRIC SERVICE COMPANY

EVERYTHING ELECTRICAL

The Electric Service Co. located in Pendleton at 627 Main, with phone 978, is one of the most modern and up to the minute electrical supply houses in this section.

They are electrical engineers and contractors and also have on hand an extensive stock of electrical equipment and appliances.

Meeting with instant and almost universal approval throughout the city and county, the work of this concern is now going into every section, and with the dawn of new prosperity in the country, the future will see this firm one of the busiest 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 concern.

The name stands for quality, reliability and progress in the electrical appliance and equipment business all over this section. The manager will be pleased to show you the things in which you are interested whether you are ready to contract or not. They can also be of assistance to you in making your plans for electrical improvements. It is a pleasure to us to point to this concern as one of the leading enterprises of the county and to say that it has always been em-

nently fair and honest, as well as progressive and up-to-date.

They have won for themselves the reputation of being the leading concern in their special field, and for that reason we do not hesitate to point out the advantage of dealing 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 with his associates are always willing and anxious to accommodate their patrons. The firm has always taken an active interest in the development of this county and is highly respected for it.

ST. ANTHONY'S HOSPITAL

THIS INSTITUTION SITUATED IN PENDLETON AT 1800 COURT, WITH PHONE 430, OFFERS A COMPLETE CLASSIFICATION OF CASES AND EXTENDS EVERY MODERN CONVENIENCE—IT IS MODERN THROUGHOUT WITH COMPLETE LABORATORY, X-RAY AND OPERATING ROOMS

In a review of Pendleton there is no institution more worthy of extended mention than the St. Anthony Hospital. It offers the patient quiet 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 their patients.

This modern building is completely equipped for all kinds of diseases. Special development in the laboratory and diet kitchen makes systematic study and rapid results in treatment possible.

It contains quarters for the reception of cases requiring personal

care and individual study. We are

glad to compliment this institution on its modern facilities and beautiful surroundings and their work in the relief of suffering humanity. The policy of offering true service to every patient and student nurse is strictly observed. We judge man's love of God by the way he treats his fellow men.

It has built up to its present high standard by the tireless effort of its efficient staff.

The St. Anthony's hospital is more than an institution of Pendleton because it has patients for mail over

the state. They specialize in medical, surgical and obstetrical cases. All that is necessary when one is taken ill is to call the ambulance and be taken there, where they will be placed under the care of a staff of specialists and graduate nurses. They maintain a high standard.

The management is very courteous and will be pleased at any time to answer any calls as to rates and locations in the hospital. If any illness is contemplated in the family it is well to arrange in advance.

OREGON STATE NEWS OF GENERAL INTEREST

Principal Events of the Week Assembled for Information of Our Readers.

A number of the flock owners in the Wallowa community are entering into the lambing season.

The taking of the manufacturers and distribution census for the government in Lane county is expected to be completed soon.

Brettenbush Springs, for the second time this winter, was shut off from the outside world because of a slide on the main highway.

J. E. Cullison of Portland was appointed by Governor Norblad a member of the state game commission to succeed C. E. Miller, also of Portland.

Jackson county's 1935 population was 21,078, an increase of over one-third since 1920, according to figures compiled for the state board of health.

Ira Pooler of Coquille elected to go to jail instead of paying a \$2 fine for allowing his dog to run at large. He was taken to the city jail to serve 24 hours.

Residents of Cove Orchards have at last secured electricity. The Yamhill Electric company is continuing its line east of Wapato into the Lake View neighborhood.

The West Linn city council filed with the public service commission a protest against the elimination of street cars there by the Willamette Falls Railway company.

Oregon wood desk equipment will be used in the new state office building now nearing completion in Salem, according to announcement made by the state board of control.

McLaughlin union high school scored a double victory over Pendleton high school in debates held at Milton-Freewater and at Pendleton, by winning decisions in both contests.

Filbert trees in the Yamhill section of the county have been in full bloom for two weeks. Growers of prunes and filberts say the cold weather was very favorable to the growth of the trees.

Condon voters passed an \$5000 water reservoir bond issue and turned down a \$5000 measure for a city hall. The water bonds won by a majority of 22 and the city hall was defeated by five votes.

Approximately 6800 head of cattle have been tested for contagious abortion in Coos county. Only about 3 per cent were found to have the disease, according to the report of State Veterinarian Lytle.

During the month of February a total of \$90,934 was turned over to the state treasurer by George G. Brown, clerk of the state land board. This represented the transactions of the board during the month.

Raising of the load limit on oiled sections of the Willamette, McKenzie and Siuslaw state highways in Lane county to 400 pounds per inch of tire width was announced by Raymond Walsh, resident engineer.

Residents of Linn county contiguous to the old Corvallis & Eastern railroad bridge over the South Santiam have petitioned the county court to convert the bridge and railroad grade into a county highway.

Construction of a new creamery plant at Clatskanie for the Lower Columbia Co-operative Dairy association will start within a short time, according to announcement of C. W. Laughlin, manager of the association.

Contracts amounting to \$52,122 were let by the Corvallis city council for the construction of an addition to the city jail. Additional fees for the construction of the building will swell the total cost to approximately \$62,000.

Postal Excitements

Talking of advertisements, the country gentleman who advises "be a constrictor, healthy," which "can be seen by writing" is obviously of the same breed as the gentleman who offers to send "roars of laughter" post free.

Life's Golden Threads

Little self-denials, little honesties, little silent victories over favorite temptations—these are the silent threads of gold which, when woven together, gleam out so brightly in the pattern of life that God approves.—Dean Inge.