

Hiram's Ice Cream Is Popular Delicacy

Located at 397 East Main, operates a sanitary and immaculate plant where delicious ice cream is made and served under the finest conditions. The first thought in the manufacture of Hiram's ice cream is one of purity. Every precaution is taken to see that this delicious ice cream comes to you absolutely pure and wholesome.

Only the finest quality of natural fruit flavorings and other ingredients are used in the manufacture of their ice cream. Pure wholesome raw materials plus expert craftsmanship, plus a sincere interest in their work on the part of the entire personnel of Hiram's are all combined to give the public the most tasty, pure, wholesome and smooth ice cream in existence.

In this Progressive Review we take great pleasure in recommending their modern sanitary manufacturing methods and the delicious, rich creamy flavor and purity of Hiram's Super-creamed ice cream to our many readers.

Madden's Auto Co. Offers Tire Service

This fast growing enterprise, located at 80 North Main, 'phone 5781, is just about the headquarters for new and used tires in these parts. Their stock of tires is made of new fresh rubber and ready to withstand many miles of tire abuse. There are many ways of keeping down the expense of operating an automobile and the most important is the tires and at Madden's Tire Shop you can immediately erase your tire worries. To save automobile dollars at least 70 percent, we suggest that you try a set of their tires. You will not only receive the best tires but receive courteous attention as well.

We wish to urge you at this time also to come in and inspect their array of Willys American—a great motor car that is guaranteed 100,000 miles. In this Progressive Review, we heartily recommend the Madden's Auto Company and Tire Shop to all our readers.

Wardrobe Cleaners Use Modern Methods

This cleaning establishment, located at 45 North Main on the Plaza, 'phone 2500, features an expert service in dry cleaning, dyeing and pressing.

Since this well-known house has been in business it has enjoyed an ever-increasing patronage because of the reasonableness of charges, the excellence of work and their reliability. The dry cleaning system they use not only cleans clothes, but thoroughly renovates them in the most sanitary manner. It also turns them out in the most approved styles without the disagreeable odor that accompanies the work of so many cleaning establishments. The most modern machinery in their plant makes it possible for them to handle the most delicate fabrics so that they look like new.

Dyeing is an art and science and requires the very highest type of scientific services as well as good color sight. Here you will find that the service in this line is of the very best and we are pleased to compliment the Wardrobe Cleaners in this Review.

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PROGRESS



EDITION

Jordan's Sash and Cabinet Works

"If It's Made of Wood . . . We Can Make It"

Jordan's Sash & Cabinet Works is a modern-day concern that specializes in the production of expert wood, sash and cabinet work. Being experts in this line, made-to-order wood and cabinet work to meet the individual taste is one of their well-known specialties of which they take great pride.

Their work is much in demand because of its individuality and artistic design. For estimates call upon them and you will be pleasantly surprised at the moderate prices which they will quote you.

The people of this community are very fortunate to have such a valuable establishment in their midst. You not only save transportation charges but you have the convenience of going into their place of business and making your own selections. In their unique town shop, located at 17 East Main, they carry paints, curios and unusual antiques that will please the most fastidious.

In making this Progressive Review we desire to compliment this valued establishment upon the quality of their work and unhesitatingly recommend it to all our readers. The Cabinet Works is located at Helman and Vanness, and both shops have the same phone number—7011.

Bowling Alleys Are Recreation Center

Offers Free Instruction To Inexperienced Bowlers

The Ashland Bowling Alley, located on East Main, is one of the most modern of its kind in the state of Oregon and its four streamlined alleys are a delight to bowling fans. It has just recently opened and many are flocking to it daily.

Bowling not only is a very pleasant recreation but also a very healthful indoor sport for young and old alike. With the ever-increasing number of men and ladies who because of their business are forced to recreate away from their homes, the Bowling Alley manager has realized that the public has learned much from these as to what constitutes a modern and efficient recreation center.

Through his straightforward dealings with the public, the manager, Jack Eaton, has made many friends and has always taken an active and commendable interest in his fellowmen, realizing that a concern located in this community that is not progressive will not prosper.

In this Progressive Review we cannot fail to give the Ashland Bowling Alley extended mention as worthy of its deserving success and worthy of your patronage. Come any day between the hours of 12 noon and 1 a. m. and really enjoy yourself.

East Side and Plaza Meat Markets

For Highest Quality Meats

The East Side Meat Market at 374 East Main, 'phone 8281 and the Plaza Meat Market at 59 North Main, 'phone 4771, are two of the most modern and up-to-date markets in this section handling only the purest of meats at all times.

Upon entering these stores, you will be immediately impressed with the clean atmosphere that prevails and the manner in which the meat is taken care of and displayed.

Here you are sure to receive value for your money. These markets handle practically every kind of meat, sausages, lard, oysters and almost every kind of frozen fish in season. In making their sausages only the purest of meats are used.

The managers favor out-of-town business because they know that the farmers are the ones who furnish the stock in the first place, so they are entitled to good meat at the right prices.

These markets are equipped with the latest cooling devices which keep the meat at the same temperature winter and summer, so, regardless of the time, you are assured that your meat is kept under the best conditions.

We are glad to compliment both the East Side and Plaza Meat Market upon the manner in which they run their business and also upon the quality of merchandise handled and we urge our readers when in need of meats of any description, to stop at either of these stores and do their buying.

Steve Zarka—Your Associated Dealer

"Get Associated"

The wise motorist no longer buys oils and gasoline anywhere, but uses his better judgment and buys a product that has proved its quality.

The Steve Zarka Service Station, located at 185 East Main, 'phone 6006, sees to it that your motor is supplied with the best of fuels and lubrication. If you would have a properly lubricated motor, start using Veedol and Tydol, Associated products, for better mileage, easier starting, stop at this station—use Flying A—smooth at every speed. They also specialize on guaranteed lubrication service.

Service is the watchword of this reliable station, when you stop here you pay for the products, but most of the service is free. Service includes cleaning your windshield, putting air in your tires, water in your radiator and many other little important details.

Leever Motor Co. Displays New Cars

Once upon a time America bought its motor cars impulsively and made selections without comparing values. But now Dodge and Plymouth have changed that. Thousands upon thousands are turning to Dodge and Plymouth today as they are finding in these smartly styled and impressive cars roominess and comfort beyond their expectations. They marvel at the smoothness and the lack of vibration. There's a new brilliance of performance with real economy, too. The new Dodges and Plymouths are their choice, not because they offer so much more of everything for every dollar invested but because they are the cars for these times.

If you are contemplating the purchase of a new car, may we suggest that you see, ride and drive one of these cars and learn what Leever Motor company, 83 North Main, 'phone 7541. They also have a used car lot, consisting of various makes of cars which will give the buyer superior service at a price within the reach of all.

Varsity Theatre Is Entertainment Center

No Expense Spared in Giving Patrons the Best in Pictures

The theatre has come a long way since the day of the troupes playing the old-time melodramas such as Uncle Tom's Cabin and other highly dramatic plays. Today, comfortable, well-ventilated moving picture houses are as great an improvement over these old theatres as the modern airliner is over the old stage coach.

The Varsity Theatre, a Walter H. Leverette enterprise, located on East Main, 'phone 3761, is managed, as we all know, by Mr. Lee B. Ryan, an enterprising man who has the acumen to know and judge what type of entertainment we enjoy and no expense is spared to bring us the finest pictures.

Where can anyone find such enjoyment at such small cost as at the Varsity? Here we are whisked away from our everyday cares and tribulations and for a few hours we are enabled to enjoy all the thrills and adventures of the action on the screen.

This writer who has thoroughly enjoyed every minute in his theatre, wishes, at this time, to congratulate Mr. Ryan on the splendid type of entertainment he offers and extend his cordial invitation to drive in and enjoy a few hours of real relaxation.

Jordan Electric Co. Has Complete Line

"Wire Us and We Will Wire for You"

This concern, located at 180 East Main, 'phone 5051, are specialists in electrical contracting and gladly will help you with the electrical plans for your new home or the home you are remodeling. They have a complete line of electrical supplies, including RCA Victor and Emerson radios and will go anywhere within a reasonable distance to give an estimate.

Electricity no longer is a luxury—it is a necessity. A home that is not electrically wired is cut off from the comforts a home should have. Mr. Jordan, who has had over 32 years experience in this field, and his assistants have made a study of the problems connected with the wiring of houses and general electrical construction. They are conversant with the laws of the state and city relative of electrical wiring and when the work is completed it will be found perfectly satisfactory and will conform to the rules of the underwriters.

In this Progressive Review we take pleasure in recommending the services of Jordan Electric Store to all our readers.

Barnies Wrecking Yard Expands

Many do not realize the value of an auto wrecking concern to the community. They are one of the indispensable factors.

They will take your old auto to their place of business, pay you a good price and dismantle it. Bolts and rivets are cut, good parts are segregated into separate bins, the rest sold for junk. From these bins of salvaged parts one may obtain parts for almost any make of car or truck. It will pay you to see Barnies Wrecking Yard, located at 628 North Main, 'phone 8271, before buying parts.

This is an efficient establishment whose business continues to grow. It is operated by a far-sighted business man who was able to foresee the need of such a business with the increase of auto owners.

In this Progressive Review, we are pleased to recommend Barnies Wrecking Yard to all our readers as a place to really save money in auto parts.

East Side Pharmacy Offers Wide Variety

This popular drug store, located at 242 East Main, 'phone 4811, is one place where the people know that they can secure the best in drugs, kodaks, sundries and notions. The store is modern, up-to-date, clean and sanitary throughout. No matter what it is in drug sundries, patent medicines, perfumery, toilet articles, stationery or any other specialties, you will find it under the stamp of a well-known manufacturer who stands behind the product. They also carry a full line of box candy and other gifts.

Mr. S. H. Short, the most capable owner, and his assistants appreciate the value of good service as a trade winner and are most willing and anxious to accommodate their patrons at all times. The aforesaid gentleman has for many years been known for his fair and honest dealings.

Attention should be brought to their excellent prescription department where only the purest of drugs are used. Then, too, we shall not fail to mention their excellent fountain service.

In this Progressive Review of Ashland, we are indeed pleased to recommend the East Side Pharmacy to our many readers.

Plaza Trade Shop Stocks Bargains

There are many times when it pays to be wise and investigate what can be done in the way of getting good merchandise such as that handled at the Plaza Trade Shop, located at 11 North Main, 'phone 3101, owned and operated by Mrs. W. A. Barker, a most capable tradeswoman. You have to go in to appreciate the many different bargains you will find there from a piece of furniture to a choice vase.

But we can say this, ladies, you will save both time and money if you will spend a few minutes browsing around this most complete store. Much of the stock in the used furniture department has hardly had the first newness worn off, but at the same time you can get up to 70 percent savings on almost everything in stock. Mrs. Barker will pay cash for used household furnishings, farm and home tools, and hundreds of other articles too numerous to mention in this space and so if you have anything that you wish to dispose of, get in touch with the Plaza Trade Shop at once in person or by telephone.

Rogue River Produce Is Big Distributor

It is impossible to over-estimate the importance of the firms that buy farm produce from our growers and distribute it to the markets of the world. Such a firm is the Rogue River Produce company, located at Siskiyou and Walker, 'phone 7736. This enterprising company has a reputation for paying top prices and complete satisfaction is assured both the rancher who grows the produce and the retail merchant who sells it to the public.

The Rogue River Produce company has many friends in Ashland and throughout the county and we do not hesitate recommending the firm to our readers as a company with whom they will find it a pleasure to do business.

It is just as important for the grower to contact a reliable produce man as it is to grow the produce. In recommending the Rogue River Produce company, we feel that we are doing our friends a favor. This company is well known and respected. They have established an enviable reputation with local farmers and retail merchants and deserve the liberal support of this entire community.

J. C. Penney Co. Attracts Wise Buyers

This store, located in the Elks building, East Main, 'phone 5301, is one of the community's most necessary and most popular establishments, whose progressive policies have enabled them to offer such wonderful bargains that their trade has grown to large proportions—a tribute to the business ability of the manager, Mr. Paul Fennell. The directing heads of this establishment are business men known as the men who helped to make this a progressive city.

Whenever any business house is able to inaugurate a merchandising establishment where the public is able to obtain the very necessary articles at lower prices than they are usually sold the public always profits. This is just such an establishment and here the people of the community are able to save much on their purchases, and thus many people who would have to forego many of the

Plaza Cafe Noted Dining Place

When meal time approaches, stop at the Plaza Cafe and Confectionery, located at 23 North Main, 'phone 7051, and enjoy a well-cooked meal at a most reasonable price. People who find it necessary to eat away from home do not think of going anywhere but to "Ashland's Best" cafe. This fine place is noted for good food, a reputation that is sustained by the community as well as the traveling public.

Here the manager, Mr. Fred Taylor, scouts the market for the choicest foodstuffs money can buy. In the kitchen, only the most modern equipment is found and the sanitary laws are strictly followed.

The courtesy and attention of the attendants are features that receive more than passing note from the patrons. While seated at their tables, booths, or fountain, you will be delighted by the home-like atmosphere which prevails. Not only are the foods cooked as "mother used to cook them," but you will find the best foods in season from which to make your selection. It makes no difference whether you live to eat or eat to live, you will be most satisfactorily served at this cafe. They also have a fine assortment of Whitman's, Brown and Haley's candies.

Therefore, we deem it most fitting and proper that we, in this Progressive Review, direct the special attention of the readers to the Plaza Cafe and Confectionery. Upon your next trip into town, don't fail to drop in for a meal or a cool drink at their fountain.

Delta's Beauty Salon Has Steady Growth

Delta's Beauty Salon, located in the Lithia Hotel, 'phone 6511, renders a most complete service in beauty culture. The charming owner, Miss Delta Thompson, has made an extensive study of the work from a scientific standpoint and keeps thoroughly up-to-the-minute in methods of operation as well as the latest styles of the period. A most completely appointed salon lends comfort to the patrons while they are being given the most careful service possible. Miss Thompson's success in the way of beauty culture has been most marked and as a consequence the reputation of her hair dressing parlor has steadily grown. She is an excellent judge of the types of women and can tell you how your hair should be dressed to make you most attractive. Her French braids are indeed a work of art.

In this Progressive Review, we are glad to compliment Miss Delta Thompson on her modern methods, extensive patronage and reasonable prices and heartily recommend her beauty salon to all our readers.

Selby Chevrolet Co. Increases Services

"Now Is the Time to Service Your Old Car."

Defense needs have brought about a drastic reduction in the production of new cars. The resulting shortage of new cars will make it necessary for car owners to give more attention to the servicing of their older models. In view of this situation, the Selby Chevrolet company, located at 100 East Main, 'phone 4061 (night phone 7481), is renovating and adding new equipment to their service department to take care of the increasing need for dependable repair work.

Service is not merely a motto here but is backed by a reputation proving that they render motorists of this section a real service. It has been the workmanship by men of recognized skill along these lines. Experienced automobile mechanics are employed at this place to insure you ease of control and the best in riding comfort. The Selby Chevrolet company is on the job at all hours of the day and the motorist receives quick and efficient service in the face of any mishap.

Whatever you may need in gas, lubrication, expert paint and body repairing, AAA towing, heavy duty wrecking, it will be more than worth your while to consult the Selby Chevrolet company. We also wish to stress the point and repeat that NOW is the time to service your old car.

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