

CRUIKSHANK TYPEWRITERS

AUTHORIZED AGENT FOR REMINGTON-RAND

This well established business is located in Medford at 28 S. Central. Orders are now being taken for the Remington-Rand line of office machines.

Known to every business man is the fact that the efficiency of the office is, to a large degree, dependent upon the efficiency of the stenographic and typing force. It is common knowledge that the stenographer, to do her best, insists upon having her typewriter and other office machines in top-notch working order. Here is a firm that is in a position to render just such a service in dependable and rapid manner.

Like all other types of delicate machinery the typewriter should be regularly checked to avoid otherwise costly and time-consuming breakdowns. This firm is equipped to handle complete typewriter overhauls. You will be pleasantly surprised by the good performance that can be provided by that reconditioned antique model.

However, if you wish to avail

yourself of the latest equipment, this firm has on display a nationally recognized line of typewriters and business machines. Feel free to consult them on your office equipment problems. You can be confident that accurate and sincere guidance will be obtained here at all times.

Like all true craftsmen, this firm takes especial pride in every job undertaken. With them, it is an established policy that a few jobs, well done, afford more business in the long run than many jobs of just average quality. It is the attention which they give to the little and often over-looked details as well as the big points that gives their work the greatest possible utility and adds a touch of distinction that is not surpassed in this area.

To our many readers, we give this firm the highest commendation for the good job it is doing for the community. The next time you think of typewriter repair or purchase refer to this establishment.

505

HENRY'S DRIVE-IN

Henry's Drive-In is located in Medford at 1206 No. Riverside.

The modern mode in enjoying the quick lunch or refreshment interlude after the evening's entertainment, is embodied in the expanding popularity of the drive-in. With the people in this area, the choice for the ultimate in convenience will invariably lead to this popular spot.

The convenience of this mode of eating in no way detracts from the delicious and varied menu that is offered the public. Complete food selections from the quick a la carte service to the complete meal are offered. Courteous, efficient, car service for those desiring the intimacy of dining alone is an outstanding feature of this firm. Alternately, those desiring to dine in haste will be pleased at the commodious and comfortable accommodations of the motorists' food bar.

This firm enjoys patronage from surrounding communities and

travelers, as well as from this city. And for this reason the activity of this well-known drive-in is linked directly with the progressive spirit of this expanding community.

The public has learned that this is more than just another place to get a bite to eat. They are sure of receiving every courtesy here for it is the policy of the progressive management that the patron must enjoy dining pleasure. Through years of experience in this business the management has become skilled at offering a complete and unusual cuisine in a most inviting fashion. They strive to maintain and even improve the already fine reputation they enjoy among the residents of this and surrounding areas.

In making this review of the business progress of the community, we hasten to recommend that our many readers stop in for a pleasant experience in eating the next time they are in town.

512

TOP NOTCH CAFE

The Top Notch Cafe is located in Medford and has two locations, one at 12 So. Central and the other at 128 E. Main.

The local and traveling public has learned that this is the place where the demand is more than just satisfied in obtaining food. Not only can the patron find the best and most varied in selected menu, but he or she will also find that courtesy, and exceptional courtesy at that, is just another outstanding feature of this dining room since they feel that it is a real pleasure for them to serve the public.

For the "quick lunch" patrons

who desire a fast a la carte service this popular concern serves the best of sandwiches, pies, ice cream and other types of delicious foods and refreshments.

The management has had years of experience in the business and strives at all times to keep the service, foods, and refreshments courteous, prompt, and delectable at all times.

The interior is arranged for the general comfort of all their many patrons. After the social gathering or dance, or for your regular meals we think of no nicer place than this and we heartily recommend that our readers make a regular habit of visiting this well known eating place.

The management is amply endowed with intangible know-how that is a requisite to the successful operation of this type of business. A keen knowledge of market conditions enables them to avail themselves of the best foods at the lowest costs. This skill is passed on to the customer in the form of more palatable food specialties at prices more attractive to the pocketbook.

May we suggest, in fact urge, that the next time you are in town you visit this modern cafe and see for yourself the improvement offered in not only the basic food necessities but in the delicacies that make eating a pleasant experience.

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CLOVERHILL GUERNSEY DAIRY

The Cloverhill Dairy, located in Medford on Old Stage Rd., features the breeding and raising of registered Guernsey stock and now has over 120 registered Guernsey head.

This dairy, conducting one of the most modernized plants in the state, is indeed a credit to the community and warrants your visit to see why its products are so well liked by its many patrons in this area.

The exceptional cleanliness of its operations is attributable to completely modernized equipment and the carefully directed operations of the employees. No effort is spared to provide the customer with dairy products of maximum purity. The widespread consumption of this dairy's pro-

ducts is ample evidence of the dependable and excellent products that are being offered to this community.

Being a local business, and with the interest of the home and community at heart, this firm is not only praised for its quality products but is equally well liked for its fair dealing and straightforward business methods. Certainly it is not strange that its patronage is so widespread.

The exceptional richness of this dairy's milk and cream is attributable to the experience and skill of the management which has conducted extensive studies into proper methods of feeding and stock care. This meticulous attention of an experienced management combined with the use

of scientifically compounded mashes and feeds combines to assure the consumer of receiving dairy products that are far above inspection requirements in purity and food value. The rapid expansion of the business has made possible repeated improvements in equipment until today they exist as a model for the industry in this and surrounding areas.

Closely allied with the progressive business concerns of this area this dairy has played an important part in the progress of this section of the country and is representative of that type of business endeavor which improves the living standards of the community. It is therefore with real pleasure that we, in this review, recommend their services to all our readers.

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FINANCE CORP.

Prominent in the business life of this community the Commercial Finance Corp. is located in Medford in the Sparta Bldg.

Even in times of prosperity, any of us is apt to find ourselves temporarily short of cash. This is the time when this fine firm can really show you its considerate service and help.

Having been well established for some time in this area, these people offer dependable financial aid and support to this entire community. Loans are made on salaries, automobiles or furniture, and financing for new and used cars is a special service. Interest rates are reasonable and the repayment plans are extremely flexible in their application to your particular requirement.

Though built of a policy of sound financial management this concern has, nevertheless, evolved a liberal and constructive loan policy which can be applied equally well to emergency cases or long time financial needs. There are, unquestionably, many persons in this area who could

not have owned an automobile were it not for the flexibility and liberal loan policy of this very progressive business enterprise.

Each individual applicant is accorded more than just mere courtesy and understanding, but rather are treated with the greatest regard for the confidential nature of the problems discussed. Personal financial problems are always extremely touchy subjects with the individual involved, but here your financial requirements can be discussed with the assurance that circumspect counsel is at your disposal.

Sound financial backing is an integral part of the growth and development of any progressive community. Hence, it would be entirely out of order to review the business progress of this community without prominent mention being given to the important function that this firm is performing. To those of our readers who are considering the readjustment of financial programs we give our full endorsement to this praiseworthy firm.

525

STORAGE CO. Inc.

The Medford Ice and Storage Co., Inc. is located in Medford at 535 S. Fir. Featuring a well equipped frozen food locker set-up, this firm is being increasingly patronized by the city as well as the rural residents of this area.

To provide an average service in an average establishment is nothing worthy of special comment. The provision, however, of a service that is just a bit in advance of others is a highly appreciated feature in any community and is indeed something meriting particular recognition. This well known firm is identified by exactly this type of service.

There are several reasons why the community has come to recognize the value of these services. First, they insist that the service rendered be entirely dependable. You can be assured that you will receive courteous treatment and sound values when you deal with them. Their interest in your personal needs more than guarantees fair treatment.

Secondly, they leave nothing undone to provide you with the best that can be had. Thirdly, you are afforded the secure feeling of knowing that you are dealing with people who are thoroughly familiar with all aspects of their business. Skill born of long experience and technical know-how are at your immediate disposal when you deal here.

These are but a few of the reasons why this favorably recognized firm has developed such a thriving business, and at the same time is, in a large part, responsible for the expanding acceptance of this type of service. Adherence to such progressive and fair policies is indeed a tribute to the management.

The management is vested in competent and public spirited men, thoroughly experienced and trained in all details of the business, and it is entirely fitting that we take this opportunity in this review to recommend them to our readers as one of the community's most beneficial and valued assets.

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Medford School of Beauty Culture

PHONE MEDFORD 2536

Located at 235 E. Main, the Medford School of Beauty Culture is the outstanding organization of its type in this section of the state.

As principal contributors to the training of beauticians for the salons in this area, this firm has gained notable recognition in this community. A complete course is offered in beauty culture with expert instructors in attendance at all times. In fact among the many beauty salons in this section of the state, their graduates are in ever greater demand.

The modern mode in beauty culture is stressed in all of their instruction methods. All types of methods are taught in order that their trainees will be equipped to operate in any salon regardless of equipment.

We recognize that to provide an average service in just an average fashion is nothing particularly worthy of comment. Here,

however, is a service that is distinctly above the average. This fact is in evidence when you consider the splendid record that the firm holds in placing their graduates in good paying jobs throughout this section of the state.

These are but a few of the reasons why this favorable recognized firm has developed such an increasing attendance from many women in this area. For the woman who is interested in entering this well-paid field we are positive in our position when we suggest that she cannot do better than attend this up-to-the-minute beauticians school.

The management is vested here in people that have the interest of this area at heart. They are familiar with every detail of this specialized business. We are glad to commend them for the high-calibre service that is being offered the community in this line.

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WALT'S RADIO SERVICE

Walt's Radio Service is located in Medford at 409 E. Main.

The latest in radio development and equipment can be found at this modern radio store, fast becoming radio headquarters in this district.

The radio has taken a prominent place in the education as well as entertainment of people today. The entire world is brought into your home for the whole family to enjoy. Patronizing this concern is a step toward advancement of the arts and sciences. Keeping a modern radio set in proper working order in your home is a step toward the encouragement of development and interest in wider fields for your family.

You need not worry about the technical knowledge required to keep a radio in perfect condition, as this establishment is fully equipped to take over that part of owning a radio. You can just sit back and thoroughly enjoy the

top performance of a radio serviced by this able firm.

In selecting a gift, a radio or radio supplies, are always greatly appreciated, and ever appropriate.

This firm offers a complete line of radio supplies and all equipment pertaining to a radio. If your radio is not giving the performance you feel it should, regardless of where it was purchased stop in and see them. Or if you are interested in a new set, they are pleased to show you these in operation, and are fully qualified to give you expert advice on just what type of radio would best suit your needs.

They are prominent in the radio field and have done much to enhance the enjoyment received from the radios of the people in this community. The community is fortunate in having such a reliable firm with such an excellent spirit of service.

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CITY MEAT MARKET

Providing the best in meats, the City Meat Market is located in Medford at 121 No. Central.

Here is a market that specializes in all the mainstays of the meat eaters. You can get the very best in roasts, steaks, or chops at this market because they aim high for quality in all their meat products. We realize how delicious these cuts of meat are if you can buy top grade meat. The manager of this firm is always dependable, and serves customers nothing but the finest. Just try it once and you will become com-

pletely dependent upon them for all your meats.

They carry a complete supply of all the choice cold cuts. You can obtain your sandwich meats and cheeses already sliced, or ask the butcher to cut them the thickness you desire. Of course they sell you these delicacies by the pound so you can cut them into all the fancy shapes for parties or decorations.

If you want fowl or rabbit, you are sure to get a tender young one for frying or a juicy large one for roasting. The butcher will prepare it exactly as you order it prepared. Here you save on

price, save on meat, and receive the quick courteous service that makes you want to return again and again. If you are not familiar with the various cuts of meat, they will gladly explain them to you and give you pointers on their preparation. Many customers have learned the relative value of different cuts of meat through the courteous aid of this market.

In this review, we proudly suggest to our readers that it would be to their advantage to become acquainted with the management of this particularly outstanding meat market.

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SHULTS BROS. BODY AND FENDER SERVICE

Body and Fender Repairing
Color Matching

NOW IN A POSITION TO PROVIDE PROMPT SERVICE
WITHOUT DELAY

Phone Medford 3747

220 N. Bartlett

Medford, Ore.