

Salute to Leaders of Today

INSURE OWNERSHIP WITH AN ABSTRACT

The Southern Oregon Title Co. is a reliable local institution offering property owners a service that will eliminate all element of risk on the part of the purchaser. In this section of the country the question of title often causes the new purchaser an endless amount of trouble.

This concern has all the information at hand from the Government entries and grants up to the present. If you are thinking of making a purchase, all you have to do is call at the office of The Southern Oregon Title Co., 227 W. Main St. in Medford and the staff there will handle all the details of a certificate or title insurance.

There is great satisfaction in knowing that when you consult this office you are in conference with an authority on the matter of titles. Their clients have found the service satisfactory and courteous.

Much of the success for The Southern Oregon Title Co. should go to Mr. Wm. Peek, the man heading the concern. It is believed that with his able guidance, much can be expected in the future.

"COOPERATION IS SANE APPROACH TO MARKETING PROBLEMS OF PRODUCERS"

Through their own organization dairy men now bargain collectively with the milk companies for their supply.

The result has benefitted producer and consumer alike.

Producers receive a better price for their produce—their weights and butterfat tests are safe guarded—they are assured of steady market at top prices.

Starting from nothing a few years ago the Southwest Oregon Dairy co-operative has grown to a point until now it is recognized throughout the United States as one of the strongest, most efficient of its kind in Oregon.

Our readers are indeed fortunate in having such splendid marketing facilities for their dairy products, where they are assured of proper grading and honest

IMPROVED HOSPITALIZATION OFFERED BY INSTITUTION

The Osteopathic Clinic & Hospital is one of the outstanding institutions of its kind in this whole area. During its years of service to the people of Medford and vicinity the Osteopathic Clinic and Hospital has made many thousands of friends and many people of this district owe their rapid recoveries from illness and operations to the splendid care which they received at this institution. The hospital is completely staffed with the most competent nurses and is recognized by the medical profession to be outstanding in its field.

The Osteopathic Clinic & Hospital is furnished with the latest scientific equipment and these aids to public health have been placed at the disposal of an appreciative community.

The people of this territory may be grateful that such a hospital is constantly on the lookout for newer and more modern methods to be used in the treatment of disease. We congratulate the institution and its able staff, headed by Dr. W. W. Howard, and hope for their continued success.

weights. They are making our section known far and wide by the superior service to dairy interests.

The production of milk, cream and butter is a proposition that should appeal to every owner, even of a small farm, as it is a well known fact that this mode of farming builds up the land and at the same time makes the producer more money than he could make by straight farming and then he realizes immediate cash returns.

The Southwest Oregon Dairy Co-operative 1723 No. Riverside, Mr. J. R. Bell manager, is thus adding much to this section as a valuable market, at our door for the products of the farmers.

In this our Progress Edition, we are proud to present to our readers a word picture of our Leaders of today.

Thus it is that you, our readers, will be given a word picture of those worth-while people and concerns operating in this trade area. In this and next weeks issue of this paper will appear a series of Editorial comments written by Art Taylor, in an effort to get acquainted with the professional and business people of Medford whom we feel are worthy of your support. Read each of these articles. They are interesting, instructive and money saving and are presented to you as we believe existing conditions to be — not as a commercial concern would like to advertise them.

HIDDEN VALUES IN FURS

The recent fur exhibits in many of the windows in the shopping district has once more brought up the question of buying an outstanding value in a coat. When you buy a fur coat you expect beauty and warmth, you look for color and style that will compliment your figure but do you look for "hidden" values on which the final worth of any fur article depends?

You should ascertain the real quality of the fur, the method of manufacture and the skill and care of the matching furs—these are the hidden values you should be sure of for a fur coat is not just for today or tomorrow. You should select it as you would a silver service or a precious string of pearls, with a thought for the pleasure it will bring you many years to come.

The name of Frances Dallaire attached to a coat stands for priceless workmanship. It is your faithful guarantee of the "hidden" values of honest worth and beauty that endures. As the eyes cannot see the "hidden" values, nor can hands feel them, it is only by the confidence you can entrust in your dealer that you can judge them.

The large business of Frances Dallaire, is ample proof that they have confidence of the people. Frances Dallaire in Medford at Woodrow Lane & Crater Lake Ave. also excels in remodeling of all types of furs.

TRACTOR SALES & SERVICE INC. SERVES FARMERS WELL

This company carries a complete line of farm equipment, including a stock of implement parts and complete repair service. Their service does not end with their customers at completion of a sale. By this we mean that farmers who purchase their farm implements from the Tractor Sales & Service Inc. do so with the understanding that at any time they are free to drop in and ask advice as to the usage of their farm equipment.

This advice is given freely and places the customer under no obligation. They also welcome any inquiries by mail and will be glad to have one of their representatives visit your farm or ranch and explain the advantage of their farm machinery.

In this day and age of modern farming the progressive farmer appreciates the necessity of deeper tillage in order to derive the best results, and when using equipment from the Tractor Sales & Service Inc. many farmers have found that their line of farm machinery is the best to be had on the market today.

In presenting this editorial devoted to the interest of the farm industry we suggest to our people to drop in at 111 N. Fir St. in Medford on your next trip to town and look over their line of farm equipment. Phone 5278.

IDEAL BUILDING BLOCK CO. AIDS BUILDING INDUSTRY

By using the "Ideal" building block a better building is built. A building in which to live or to work, if properly built and of proper materials, will not only last longer, but will function much better. A comfortable building in winter and cool in summer.

The advantage of building with Ideal Blocks is self-evident as it reduces the insurance, lasts forever and the first cost is the last cost. It requires no painting or upkeep and in the long run it is the most economical.

The building industry in this section has been greatly benefited by the Ideal Building Block Co. There is nothing more important than the continued development of the building industry and the fact that this company is in position to furnish "Ideal" building blocks which have withstood 2,029 lbs., of pressure per square inch, gross area, when the building code calls for 1,000 lbs. We of the Southern Oregon News Review feel that this alone aids in, with furthering the development expansion of this section of Oregon.

Claud R. Snead has had much practical experience in the building industry and is counted among those who are identified with furthering the development of Southern Oregon.

We take this opportunity to congratulate Mr. Claud R. Snead upon a splendid record of service to our people, and trust that he shall continue to serve us for many years to come.

The Ideal Building Block Co. is located in Medford just one half mile off So. Riverside on the Barnett Road.

JOHNSON BODY & FENDER SHOP OFFERS FINE SERVICE

They pledge their support in the current crusade for careful driving, but if you should meet with an accident let Johnson Body & Fender Shop fix your car. In Medford at 220 No. Bartlett St. Phone 5925, they offer a very complete service in body and fender repairing, and have equipped their establishment for the complete repair of bodies and fenders. No matter what kind of smashup you might have been in, you will find they will be able to take the car or truck and put it in such condition that you would never know it had been in a collision.

If in motoring over the highways have been bumped by a

PROPER INVESTMENTS BRING PEACE AND PLENTY

In this issue the writer wishes to bring to the attention of our people the most prominent and reliable investment firm in the City of Medford whose name has been synonymous with reliability and the best of service.

This prominent investment house, Conrad Bruce & Co., is located in Medford at 407 Medford Center Bldg., and by means of access to the principal financial and security markets are enabled to furnish analysis regarding the standing and conditions of the various bonds and stocks held by their clients which in these critical times we deem very essential.

Thus they can make dependable recommendations as to whether such securities should be retained or disposed of, or exchanged for other specified securities which offer promise of greater safety and possibilities of increase in value.

Conrad Bruce & Co., is a securities house we can recommend to all our readers as their name is always prominent in the financial field of Medford, and we take this opportunity to salute Mr. Ralph C. Stone, Res. Mgr. upon his splendid reputation of dependability to our people and urge our readers to reciprocate for his many services by considering Conrad Bruce & Co. in all matters pertaining to investments and securities.

MEDFORD FEED & SEED CO. RELIABLE FEED FIRM

This community prides itself on the cattle which are raised by its farmers. However, the care and effort which is put in on cattle would come to nothing if the proper feeds were not used at the start. In this connection we wholeheartedly recommend The Medford Feed & Seed Co. as the outstanding feed firm going business with our local farmers. This firm has been supplying the needs of our farmers for many years, and over that period of time has built up a reputation which is the envy of its competitors. No amount of effort is spared by The Medford Feed & Seed Co., to see that the feed which they distribute to the farmers of this district are the best obtainable, and the service they have rendered our community cannot be adequately described.

The Medford Feed & Seed Co., have made a study of cattle and poultry and of all the problems which confront the market farmer. They are always ready and willing to give their friends the benefit of this experience, and have been most helpful with their timely advice. This is one feed firm we do not hesitate to recommend and since many of our readers are users of seeds, we advise them to consult with The Medford Feed & Seed Co., before planting. Mr. George Barr, the manager of the firm is only too glad to give farmers the benefit of his long experience. This modern store is located at 224 N. Fir St. Phone 4666.

PADGHAM PLANING MILL IS AID TO BUILDERS

The Padgham Planing Mill is known throughout this section as leaders in the manufacture of sash, doors, millwork and allied lines. In their years of experience this firm has attained fame through their progressive business methods and superiority of their products. They are recognized throughout Southern Oregon and add to the progress and prosperity of this section.

They make a specialty of millwork of all kinds and can supply you with sash, doors, special millwork and wood work of all kinds.

In the olden days when we started to build a home, the first requisite was to find a carpenter who could be trusted to build properly the doors, sash, staircase, and build all the finish into the home. Not so today with this modern mill at your disposal. It is true that you should find a

road hog or a mad driver and the body of your car is dented or the fenders bent, lamps crushed, etc., just drive into the Johnson Body & Fender Shop in Medford and they will fix it so that all will look new again.

We desire in our Progress Edition to refer this establishment to all people of this section and ask them to call for specifications and estimates on contemplated work, featuring service and repairs on axels, wheels, frames, welding and spring work.

DR. E. M. NELSON, D. C. MERITS PRAISE

Located in the Medical Center Bldg. Phone 5367.

Chiropractic has made a remarkable record in removing the cause of chronic diseases that have failed to respond to other methods of treatment. In cases of acute diseases, this success is even more marked because the recuperative powers have not been weakened through long illness, and in these cases the results are usually prompt and certain.

Sickness comes either through violation of nature's own laws, or through interference with nature's ways of keeping the body in perfect shape. If there is the slightest interference with the nerve communication, there will be disease in the particular organ supplied by the obstructive nerve.

The work of the chiropractor is to correct displacements found in the spinal column. This is done by adjusting performed by bare hands, which in time returns the bony segments to their normal locations and releases the pressure on the nerves that are affected. When such adjustments are completed and the cause of your disease is removed, your health is soon restored.

General satisfaction is expressed by many patients Dr. E. M. Nelson and his standing in the profession constitutes a well merited tribute to his method of practice.

BETTER BOOK & BIBLE HOUSE ASSET TO COMMUNITY

The Better Book & Bible House in Medford plays an important part in helping to promote higher ideals of living and Christianity in this district. In Bibles they can supply you with any size from a small testament to the larger home or pulpit Bibles, with full concordance, maps, etc.

The convenient location of the Better Book and Bible House in Medford at 230 So. Central is a distinct advantage to churches and church goers of this section as it provides a very handy shopping center where these supplies may be purchased.

Mr. John M. Eby realizes the importance of a modern Bible house in a community and strives to keep his stock up-to-date at all times. He has a very complete stock of church and Sunday school supplies for the individual or church official. The Better Book and Bible House also feature a saving in religious records.

It is a pleasure in our Progress Edition to recommend the Better Book & Bible House to church officials and church goers of this community and we suggest that next in need of anything along you keep them in mind when this line.

RAY SCHUMACHER HAS ENVIABLE REPUTATION

Playing an active and progressive part in the development of Jackson County is Mr. Ray Schumacher. He has gained an unusual reputation of a type that cannot be without a solid foundation of reasons, and these are not hard to find. Mr. Schumacher, with offices located at 118 No. Riverside street in Medford, brings to his profession of real estate not only a trained and extensive knowledge of real estate values, but an exhaustive insight into every branch of his business.

Not less important is the record of absolute integrity which characterizes any transaction with which he is associated in one way or another. Sharp practices that are condoned by many a regular broker are not the problem of the many business clients of Mr. Schumacher. They know, too, that his wealth of experience is available to his clients and friends where he can be of help.

Basing his entire business concept on integrity, his success has been as great as anyone would expect. This record of progress and growth in the years he has been established here speaks louder than words could of a story of civic progress and development worthy of emulation.

real carpenter but by having the millwork readymade much time can be saved on interior finish.

In the millwork from this concern you are guaranteed honesty of design, material and workmanship. "Once a customer, always a customer."

The Padgham Planing Mill in Medford at 1309 Court St. knows the needs in woodwork of the people and provides every modern improvement to better the manufacture of their line. We in our Progress Edition compliment them upon the very valuable service they are rendering and point to the members of the firm as leading citizens of our community our liberal patronage.

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Years Ago

Mann's Department Store came into existence and through these years has enjoyed the patronage of thousands of Southern Oregon Men and Women.

This test of the popularity of Mann's deserves your attention. It is concrete evidence of the faith the people of this great country have in Mann's. When Mr. Mann settled in Medford 37 years ago, he had dreams of just such an institution as today is realized in Mann's Department store. A store reared on the policy he knew to be a proven fact, namely, that to survive and gain friends through the years, a store must be a part of the community it serves, and to this end, the ideals of Mann's have never changed. This store holds paramount the fact that quality, service and fair prices go hand in hand.

37th Anniversary
Blanket Special

THE KENWOOD CLASSIC PURE WOOL BLANKET

Here indeed is a blanket value you just cannot afford to miss! The Kenwood Classic in the 72x90 size for the special Anniversary Sale price of \$13.37. Rayon satin ribbon bound all-wool beauties in lemon, peach, old rose, powder blue, copper glow, moss green and jade. Anniversary Sale price at Mann's.

\$13³⁷

Full Bed 72 x 90 in. Size

MANN'S
MEDFORD, OREGON