

MEDFORD--Jewel of the Rogue Valley

Burelson's For Latest Fashions

Ladies' wearing apparel is one of the most delightful displays to be seen in the windows of any shop in Medford. Burelson's located at 31 North Central, in Medford, prides itself in displaying the best known, popular styled, women's ready-to-wear merchandise. The window displays are frequently changed for the benefit of the many window shoppers. When they see a special number in the window that takes their eye, they immediately stop in to see it at close range and to inquire about the material and sizes in stock.

Mrs. Nunya Lizberg, the manager, realizes the high quality of merchandise she carries will never let the shoppers down. It is with pride and security that she explains the special features found in suits, coats, dresses, blouses, foundation garments and lingerie handled at Burelson's. In the sports wear department will be found an unusual array of spring and summer clothing for the coming months.

The sales personnel of Burelson's are efficient to a marked degree and enjoy showing you what their store has to offer whether a sale is made or not. If you have a suit or skirt you desire to perk up with a blouse or sweater, you should drop in at Burelson's for a look at the latest spring arrivals.

A progressive, modern, shop deserves special mention in a review on the business progress of Medford, so we want to point out Burelson's located at 31 North Central, in Medford, to our many readers as one of the leaders in stylish women's and misses' fashions.

LITHIA

LAST TIMES SATURDAY

THE WEST'S STRANGEST TALE OF OUTLAWS!

3 GODFATHERS

Color by TECHNICOLOR

STARRING JOHN WAYNE

PEDRO ARMENDARIZ HARRY CAREY, JR. GUY KIBBEE

VARISITY

LAST TIMES SATURDAY

JOHN WAYNE

BINNEY BARNES ALBERT DEKKER

IN OLD CALIFORNIA

WILSON PARSONS PATSY KELLY DONALD JANNEY

JUNGLE PATROL

with Kristine Miller, Arthur Franz

SPECIAL ADVERTISING PAGE DEVOTED TO COUNTY SEAT INSTITUTIONS

A tribute to the business and professional leaders that merit the good will of our readers.

Through 16 years of publishing, the News Review staff has witnessed many changes brought about in the valley through the location in Medford of many enterprising business and professional leaders.

It is the aim of this page to highlight some of the features of those outstanding individuals and institutions whom we feel merit the continued good will and patronage of our readers, and it is with

this in view that compilation work was objectively done.

No person represented in our Progress Edition prepared his own descriptive material; it was all prepared and sold by A. M. Taylor, Jr., a News Review representative. In every case he has tried to write objectively and candidly. News Review readers are urged to follow these news style stories through for the informative value contained. We believe you will find them interesting, instructive, and in many instances, money saving.

J. W. Copeland Yards Headquarters For Building Supplies

With all the new building taking place and being planned, this in place and being planned, this paper is pleased to recommend to its readers the J. W. Copeland Lumber Yards as among the best in the building supply line. The Ashland yard is located at 165 C Street and can be reached by phone at 6551. Medford location is 1765 No. Riverside and the phone number is 2644.

The lumber and building supply business is one branch of trade in which public confidence and esteem must be held if success is to be obtained. Year after year wise property owners and contractors deal with the lumber company that has given them good service in the past; for they know that to try to save by putting inferior materials into their buildings is a complete waste of time and money.

Because the J. W. Copeland Lumber Yards has built its business on the policy of fair dealing and guarantee in everything they sell, they have long since become a favorite lumber and building supply firm throughout this entire territory.

The Ashland yard, under the able direction of F. A. "Fritz" Koester, and with Ernie Rogers managing the Medford office, the Copeland Lumber Yards have forged ahead. Today they stand with an enviable reputation and are deserving of the good will and wide patronage received. Both Messrs. Koester and Rogers merit public appreciation for their many contributions to civic betterment.

Hawkin's Garage Merits Praise

Satisfactory service is not only the motto of Hawkin's Garage at 616 South Riverside, in Medford, but this motto is backed by a reputation that has proved to motorists that the result of good workmanship does keep car maintenance costs at a minimum.

No matter what make of car the reader drives or what reputation it may have for service dependability, the years of service obtained from it depends largely on the extreme care and class of service rendered to its upkeep by first class automotive technicians.

You can drive your car into Hawkin's Garage at 616 So. Riverside in Medford, and have it completely repaired. Everything that can be done by modern machinery will be perfectly done, whether the work by body repair, painting, brake and electrical service or complete motor overhaul.

It should be of supreme satisfaction to know that your car is in the hands of trained automotive technicians and it should be mentioned in closing that prices are always reasonable. It is proper and fitting that we pay this public tribute to Mr. Elmer G. Hawkins, the able owner, on his splendid record in heading this complete auto repair garage and wish for him and his company many years of prosperous business.

Neon-Ad Sign Co. Does Good Work

There is no institution that is more deserving of favorable comment than "Bill's" Neon-Ad Sign Company. This Medford concern brings before the public signs that are as new as tomorrow. Neon signs with fluorescent tubing in all colors, streamlined bulletins, signs of cloth, metal or wood, their construction and maintenance.

In today's period of highly competitive business it is necessary that every business house that desires success have signs and displays that will get the business. People are busy and with the rapid transportation it is necessary to have a sign that will leave an indelible impression. The shining white towers left an

Medford Plate Glass & Mirror Co. Carries Extensive Stock

The largest glass house in Jackson County and by far the most progressive is the Medford Plate Glass & Mirror Company, located in Medford at 37 South Bartlett Street. Under the management of Mr. Gordon Young, this firm has become a center in the glass trade disseminating plate, window, structural glass and mirrors.

Buying their stock direct from manufacturers in all the standard sizes and in large quantities enables them to sell at prices more reasonable than the ordinary store that carries glass as a side line. All equipment is on hand at the Medford Plate Glass and Mirror Company for the cutting of glass to any size and in charge of this department are men who have a thorough knowledge of their business.

Grinding, polishing and fitting of glass to French doors, office desks, shower doors, show cases, and furniture tops is featured along with the mirror work. Today most any mirror can be re-silvered so that it will have all the reflecting qualities of a new one. Specializing in the mirror work has enabled the Medford Plate Glass & Mirror Company to equip themselves for the manufacture of any type mirror of any size.

Mr. Gordon Young, the manager, is to be congratulated on the completeness of his service and the large trade he is securing is evidence of the esteem in which he and his firm is held by all.

impression of the famous city El Dorado that lasted throughout the centuries. Your business place should have a sign that will leave a mental impression that will bring business for years.

In W. A. "Bill" Catlett, Prop., will be found a master painter who has more than 20 years experience to guarantee you quality and workmanship, whether the work performed be of sign painting on cloth, metal, wood or the most modern in Neon signs. The individuality and durability of all work done by Mr. Catlett and his associates is indeed to be commended.

"Bills" Neon-Ad Sign Company is located at 134 No. Riverside and can be reached by phone at Medford 2520.

Future Security In Right Investments

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 for the last 25 years.

This prominent investment house, N. M. Hogan & Company, is located in Medford at 38 South Central, 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.

M. N. Hogan & Company is a securities house we can recommend to all our readers as their name has been prominent in the financial field of Medford since 1924. We take this opportunity to salute Mr. Melvin H. Hogan, the founder of the company, upon his splendid reputation of dependability to our people and urge our readers to reciprocate for his many services by considering his company in all matters pertaining to investments and securities.

T. J. Hight Knows Property Values

An established reliable real estate dealer is an asset to any community, and Thomas J. Hight with offices at 20 South Central in Medford, has that dependable reputation for service which makes it a pleasure to do business with him. Mr. Hight lists some of the finest residential property in Medford as well as the more desirable farm property in the adjacent territory. T. J. Hight has had a great deal to do with the growth and progress of Jackson County.

Throughout his business life no effort has been spared by Mr. Hight to see that the people of Medford and surrounding area have had the opportunity to own homes which may be their pride and joy for years to come.

Those of our readers who have property for sale may be sure of a rapid turn-over should they list their holdings with Thomas J. Hight. He has had a wide experience in the real estate field, and has made thousands of friends throughout this district both as a business man and as a citizen. His very real contributions to the growth of Medford and vicinity are to be accepted with gratitude.

Medford Meat Co. Valuable Aid To Livestock Raisers

One of the most important services of the Medford Meat Company is the market they offer to the livestock raisers of this and surrounding territory. Through the location of their plant in Medford, on the Table Rock Road, the small producer is able to market his livestock at prices from which no deduction is made for feed, yardage, or commission as would be made if the stock were shipped to a distant packing house.

Consumers also benefit from the plant being here as they receive meats in a fresher condition than if shipped in from a distant packing company.

The Medford Meat Company slaughters hundreds of head of livestock for local consumption with the result that manufacturing costs that are largely made up of wages to employees are not distributed in some far off community but are kept in our own trade area.

The Medford Meat Company has a host of friends throughout this section. Under the very capable management of Orrin L. Brown, the plant is well equipped and kept in a most sanitary condition. It is a pleasure to highlight the activities of this progressive concern and to add our praise to that already heard.

Eatherton's Farm Store Is Aid to Farm Industry

One of the firms on which the farmers of this rural district depend a great deal is Eatherton's Farm Store, located in Medford at 808 South Riverside.

This firm has befriended the farmers and fruit growers of this district for years and made thousands of friends throughout their business life Eatherton's Farm Store distributes the famed J. I. Case farm machinery in addition to other leading brands of allied farm and agricultural equipment also feature a complete line of parts and repair service.

The splendid reputation gained by Eatherton's is the result of rigid adherence to policies of the strictest business honesty and fair dealings. No amount of effort is spared by the heads of this company to see that each buyer of their implements is completely satisfied and is not only a customer but a friend of the firm as well. This policy has resulted in a volume of business to the firm

E. H. Mann Company Deserves Mention

To keep transportation and distribution costs at a minimum it is essential that hauling equipment meet exact requirements and it is in this particular field that E. H. Mann Company, at 1013 Court and 1729 Riverside in Medford, excels.

Establishments wanting trucks or trailers to creditably reflect their business and those who desire to serve the public well, turn to E. H. Mann Company, truck body builders, for all types of custom body building. Noteworthy is the fact that Mann is distributor for the world famous Trailmobile products. This line of hauling equipment includes all types of truck trailers, low bed, drag trailers, logging dollies, truck attachments and bodies. Trailmobile products are engineered for tremendous strength and will carry great weight without weave or distortion under load. If you purchase any of these products from E. H. Mann Company you may be assured of skillful design, and construction that matches the design, whether the need be for logging dollies, dump beds, oil tankers or delivery vans.

Another important portion of their business is the changing and altering of truck bodies, station wagons, and trailers—they engage in repairing and are widely known in the Valley for their fine and complete service. We suggest you stop in at 1013 Court, in Medford and talk over any problem you may have in transportation loads. Advice from Mann is certain to save money, because they specialize in this particular field. Firms such as this are a distinct asset to our community and we believe that our people should at all times support firms that are aiding in our progress.

CITY COUNCIL MAKES

Continued from front page

pany is a private corporation, prices charged are reasonable, and the financial benefits to the City of Ashland are substantial and it is the opinion of the undersigned that the City Council has no right to inquire as to the profits of the company or its internal affairs than in any other private business organization.

Respectfully submitted,
Fred C. Holmes
R. L. Nelson
H. A. Merrill
D. H. Stansbury
L. M. Kroeger

which is very gratifying to the management.

Jay W. Eatherton, who is known to many readers throughout this district as the head of this progressive establishment, will in our opinion continue to receive the success that has been his during the past.

T. R. Florey Noted For Dependability

A background of broad experience and dependability has established T. R. Florey as an outstanding paving contractor with a most enviable reputation in the Medford district. Located at 32 North Orange Street, he may be reached by phone at 2687.

Primarily noted as a land leveling and paving contractor, Mr. Florey has gained his greatest recognition for asphalt paving. The advance of civilization and the perfection of rapid transportation facilities demand that the present day road builder be thoroughly conversant with every phase of his business. He must have equipment of the very latest design and must employ men who, like himself, are competent in every respect. The safety of thousands of men, women and children and the security of millions of dollars worth of freight depends on the efficiency with which the modern road builder performs his duties.

Medford and the surrounding territory are fortunate in having the T. R. Florey organization whose services are available for the construction of our new highway as well as for grading and the construction of parking lots, drive ways, tennis courts and concrete sidewalks.

Personally Mr. Florey is a man who has won the unanimous good opinion and respect of his neighbors and fellow citizens. His reputation for integrity is very high and his capacity for friendship is limitless. We congratulate Mr. Florey on his splendid record of achievement and hope that he will continue to enjoy successive years of prosperity.

GIVE Mother

A gift from our complete selection of fine watches, silverware, and jewelry.

B J Jewelers

Guaranteed Watch Repair
Five Day Service
283 E. Main - Ashland, Ore.

FRIDAY AND SATURDAY SPECIALS

at the PLAZA GROCERY

SUNSHINE SHREDDED WHEAT	15c
FAB 2 Packages	45c
SNOWDRIFT SHORTENING 3 pounds	95c
JELLO, All Flavors 3 for	22c
BISQUICK Large size	45c
SUGAR 10 Pounds	91c

ASK FOR YOUR S & H GREEN STAMPS