

The Bohemian Club Celebrates Beginning of Summer Season

COMPLETE DISPLAYS; CLEAN AND ORDERLY OPERATION FEATURE

The debut of warm, summer weather in southern Oregon is the signal for launching of the busy season at the Bohemian Club, well-known firm of this city located at the corner of Main and Fir streets. Stocks of beverages are brought to their peak for the increased demand which always accompanies Old Sol's arrival here.

The Bohemian Club was established at 10 South Fir street in November, 1923, by E. F. Hayes and his son, Dorence Hayes. The success of the enterprise is evidenced by the two important expansion programs conducted by the firm, one in 1934 when the bar room was enlarged and the second in 1936 when the large room with the main street entrance was acquired and a completely stocked wine shop added. In this new section of the Bohemian Club all types of wines, imported and domestic, are carried, together with lunch goods, cocktail supplies and similar merchandise.

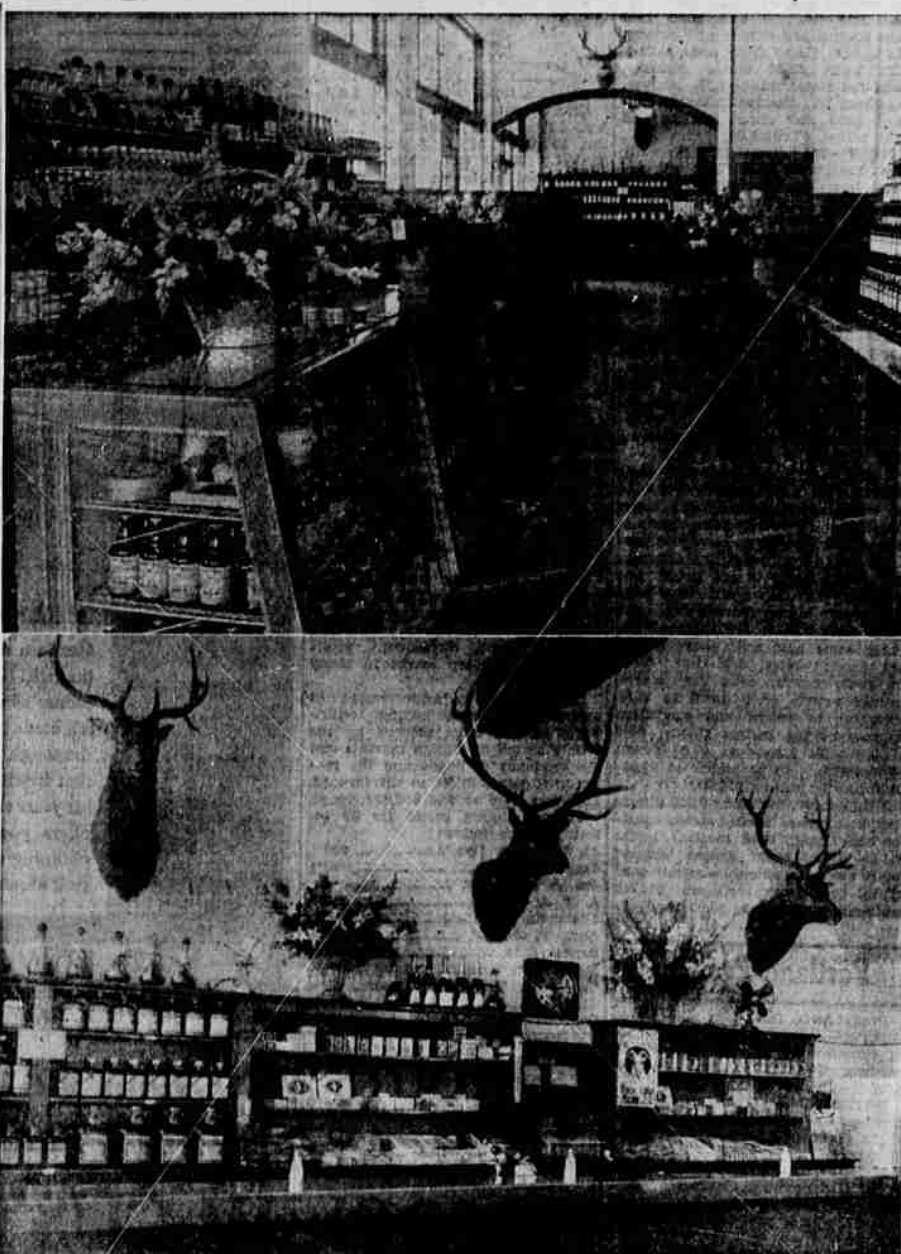
Under the capable management of Mr. Hayes and his son, the Bohemian Club has established an enviable reputation for its orderly, high-class operation. The encouragement of temperance through the featuring of light wines and beers has been the aim of the management.

Indicative of the popularity of the Bohemian Club in this city, equipment has been used with a capacity for dispensing over 25 barrels of beer daily. The volume of beer sold assures serving soon after the tapping of each barrel, the management assures.

Convinced of the necessity of proper refrigeration to assure the best of service to patrons, the Bohemian Club employs a specially constructed refrigeration system with storage of over 75 barrels and 100 cases. This storage room is kept at proper temperature for bringing beer to the exact point for serving, after which the beverage is moved into the tapping cabinets as needed. Specially built coils, immersed in ice water, accomplish this refrigeration. Since beer is more susceptible to deterioration than milk, the Bohemian Club's equipment is thoroughly cleaned and sterilized daily and glasses are carefully sterilized after every drink is served.

Bohemian Club is served by this firm exclusively and Bohemian Club wines are especially bottled and labeled for the Medford concern. The Bohemian Club wines are bottled by the Eagle Vineyard Products Company of California under the strict pure food laws of that state and their age, purity, per cent and quality are backed by the manufacturers and the local firm. Other lines are also featured by the Bohemian Club to complete the comprehensive stocks of wines, cordials, cocktail mixers, etc.

There are two blacksmith shops in Jacksonville, Fla., where horse shoeing is a specialty.



Top: A partial view of the Bohemian Club, showing the wine shop with large displays of wines, cordials, cocktail supplies, etc., and the bar in the background. Bottom: Glimpse of the neat bar room of the Bohemian Club from the entrance on South Fir street.

BIRTHS

Born, to Mr. and Mrs. P. C. Bash of 293 North Ivy, a baby boy weighing 8 pounds 4 ounces, Monday afternoon at Sacred Heart hospital. The young man has been named Francis Ness.

3-Cent Tax Paid
HONOLULU (UP)—Hawaii's contribution of \$7,980,700.63 to the U. S. treasury last year varied between

a maximum high bracket figure of \$3,401,640.14 for incorporation income tax and a low bracket figure of 3 cents. The latter was for a transfer of silver bullion ownership and was the lowest tax paid during the year.

Machinery Exports Gain
WASHINGTON (AP)—Exports of American machinery this spring are running 20 percent greater in value than shipments abroad during the corresponding 1936 period.



Mellow, MALTED BARLEY used exclusively in brewing Bohemian Club; choice feminine hop blossoms, flavored so delicately; pure sparkling subterranean water....these quality ingredients are combined by Bohemian brewing skill to give to this Light Export Lager that alluring taste, the REFINED FLAVOR which distinguishes Bohemian Club from other beers.

When you want the BEST in beer....beer made from the finest of ingredients, regardless of cost.....seek no further than Bohemian Club Light Export Lager.

Bohemian Club

Light Export Lager
IN BOTTLES

BREWED BY BOHEMIAN BREWERIES, INC., SPOKANE

McDonald Candy Co., Distributor—Phone 50



Bohemian Club

BRAND HIGH QUALITY SWEET WINES
20 PERCENT BY VOLUME

30c Full Pint 50c Full Quart
85c Half Gallon \$1.50 Gallon

Choice: Port, White Port, Muscatel, Sherry, Dry Sherry, Angelica, Tokay, Madeira Malaga

BOHEMIAN CLUB BRAND Fancy and Select DINNER WINES

Red: 65c Half Gallon White: 75c Half Gal.
\$1.15 Gallon \$1.35 Gallon

Choice: Sauterne, Chablis, Riesling

Choice: Burgundy, Claret, Zinfandel Cabernet

"CHAMPAGNE"

"Gancia" Lacrima Christi
Spumante, quart\$5.75
Imported Italian Champagne, Vintage of 1928
Paul Masson famous
Champagne, quart\$4.75
Vintage of 1930
Charlemagne Select Champagne,
quart\$3.50

Fancy Sparkling Wines

95c pint—\$1.50 quart

Sparkling Burgundy
Sparkling Sauterne
Sparkling Moselle

Bohemian Club Wines are wines of excellent quality possessing the bouquet and mellowness that only select vintage and age can produce. Bohemian Club Wines are bottled exclusively for the Bohemian Club in the modern plant of the Eagle Vineyard Products Co. of San Francisco, and are bottled under the California Pure Food Act. They are absolutely guaranteed as to age, purity and percent. Drink the best at no extra cost.

Cribaris St. Claire Brand
Rare Old Wines
\$1.00 full quart
\$1.95 1/2 gal. \$3.35 gallon
Choice: Port, Sherry, Angelica, Tokay, Madeira, Malaga.
Cribaris old wines of delicious bouquet will meet the approval of the connoisseur.

WE CARRY A FULL LINE
OF CRIBARI'S OLD DINNER
WINES

We are featuring a complete line of Cribaris Chateau
Rouge sweet and dry wines

SEE OUR BARGAIN TABLE OF WINES

The Bohemian Club

Corner Main and Fir

DRINK THE BEST! ZESTFUL, SPARKLING

Bohemian Club

LIGHT EXPORT LAGER BEER IN—
PINTS-QUARTS-HALF GALLONS-By Bottle or Case
MODERATELY PRICED



Try our 1/2 Gallon Picnic Bottle with
the Lightning Stopper

The ideal package for the picnic or
party.

WE KEEP 100 CASES
ICE COLD BOHEMIAN CLUB
BEER IN OUR MAMMOTH RE-
FRIGERATOR AT ALL TIMES

DON'T BUY IT WARM. BUY IT COLD AT THE BOHEMIAN CLUB

Imported Eng.
Bass Ale

35c
Bottle
3 bottles \$1.00
Ice Cold by the
Bottle or Case

**RAINIER
STOUT**

6 1/2 percent by
weight
20c bottle
2 bottles for 35c
\$3.25 per case
Ice Cold by the
Bottle or Case

Rainier or
Golden Glow
ALE

15c bottle
8 bottles \$1.00
\$2.95 case
Ice Cold by the
Bottle or Case

LYONS
Cocktail Prepared Mixers
For Every Occasion
50c Large Bottle

CHOICE:
Lemon Mixer Grenadine
Creme de Cacao Lime Mixer
Sloe Gin Tom Collins
Anisette Mint Julip
Silver Fizz Whiskey Sour
Royal Fizz Manhattan
Golden Fizz Martini

All types Ginger Ale, Lime Rickey, Sparkling Water, Lemon Soda, Lemon Sour, Singapore Sling, Sparkling Lemon, Etc.

15c pint—2 for 25c
25c quart

LYONS
Cocktail Cherries
IN LIQUEUR

15% by Volume
Large Jar50c
Mammoth Jar\$1.50
Cherries in Creme de Menthe
15% by Volume

Large Jar 50c

Cherries with Stems25c
Cocktail Onions25c

Fruit Juices

Grape Juice25c
Lemon Juice15c
Orange Juice15c
Grapefruit Juice10c
Tomato Juice10c
Pineapple Juice10c
Lime Juice (large bottle)35c

Bohemian Club

**Beer
5c**

Glass
Anytime



LOOK!
Bohemian Club

**BOCK
BEER
5c glass**

Limited Supply
Sat. and Sun. only

Fancy Lunch Goods
and Delicacies
All Types



Cheese - Lunch Meats

Spreads - Pickles - Olives

Crackers, Pretzels, Potato Chips,
Paper Plates, Cups, Napkins
Imported

French Yacht Club Imported Sardines 40c
Portuguese Boneless Sardines20c
Pickled Sardines (pt. jar)35c
Fancy Norwegian Sardines15c
Sardines in Mustard Sauce (lg. tin)10c
Sardines in Tomato Sauce (lg. tin)10c
Scotch Kipperd Herring25c
Scotch Fillets of Herring25c
Ripperd Snacks10c
Clam Nectar35c
Little Neck Clams (in shell)35c
Fancy Wet Pack Shrimp25c
Fancy Pack Crab Meat30c
Smoked Oysters25c
Swift's Pickled Pig Feet35c
Swift's Pickled Pig Hocks35c
Swift's Pickled Pork Cuts35c
Swift's Pickled Lamb Tongues35c
Italian Fillets of Anchovies,
rolled or flat15c
De Luxe rolled in jar45c
Italian Antipasto15c
Italian Artichoke Hearts (in olive oil)25c
Imported Russian Caviar (fancy)45c
Pate De Foie Gras (the original)35c
Capers (Imported Italian)20c

See our select stock of Imported Spanish
Olives: Imported Italian Pickles, Peppers
and Relish in wine vinegar.

We will promptly order any of your favorite
delicacies, imported or domestic, not in our
stock.

The BOHEMIAN CLUB

Corner Main and
Fir Streets, Medford