

PETER BRACH

Plumbing — Heating

Peter Brach is located in Astoria at 12th and Franklin Street, telephone 195.

The problems of every city of how to meet the needs of the population with the proper water, gas and sewage systems is, on a smaller scale, the problem of every home. Cities employ their expert engineers, whose business it is to study continually the needs and changing needs of that municipality. The people of this community may have just as careful attention to the plumbing system of their homes. Just as careful solving of their water, heat and sewage problems by having their plumbing work taken care of by these well known plumbers.

This firm has been studying plumbing problems for you. In solving these problems they render a great service to the community, for it is readily admitted by health ex-

perts all over the country that greater attention paid to plumbing systems by expert plumbers, has done much to raise the general standard of health of all the people, particularly those in our crowded cities.

The complex construction of the modern home compels the modern plumber to have as thorough a knowledge of the principles of heat, water and air circulation as the physician has of anatomy. In this regard, we can do nothing but congratulate them for their most thorough and scientific knowledge of the principles of plumbing work, gained through long experience easily places them among the ranks of the most competent master plumbers of the country.

The manager is a man of the highest standing in this section of the community. He takes part in every movement seeking to promote the welfare of the community.

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LILA'S BEAUTY SHOP

Lila's Beauty Shop is located in Clatskanie, phone 1141.

This establishment is under the personal direction of a management well-informed in all the features of the profession that beauty culture embraces, and the work itself is on a plane that will insure patrons of this shop the best in beauty parlor work.

Fine finger waving, permanent waving, scalp and facial treatments are features of the work done by specialists whose advice and service can be relied upon, as they are adequately prepared in advanced methods of modern beauty culture.

The "bob" has democratized the art of beautification. The universal popularity of the bob has led to the adoption of other aids to personal adornment, including massages, wrinkle removing and tissue building.

At this shop work is in charge of skin specialists whose practical experience and scientific knowledge are applied to remedy the giveaway lines and restore activity to the unhealthy muscles of the face. This

treatment assists in retaining the beauty of youth and also aids in removing those signs of age which will make one appear younger.

A complete line of reliable toilet preparations is always in stock and you will be cheerfully advised as to the correct use.

Appointments receive courteous and prompt attention, for it is considered a pleasure to serve you at this well-known shop. Telephone when in need of beauty parlor work and you will be immediately listed with the many satisfied customers who are praising the reliable service.

We take great pleasure in referring all the readers of this shop as the place where you will receive satisfactory treatment and expert advice pertaining to your personal appearance. We suggest that you give this shop a trial, if you are not already one of its patrons, and after you have done so, we feel sure you will also praise the efficient and reliable service of this popular beauty shop.

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CITY TRANSFER & STORAGE

With the only fireproof warehouse in Clatsop County, City Transfer & Storage is located in Astoria at 586 Duane Street.

This firm is the agent for Bekins Van Line, specializing in moving household goods anywhere in Oregon.

In the undignified hurry of moving days there is no name in this section of the country that sounds better than this up-to-date company, they take all the worries and leave their customers at business as usual or attending to their social duties. There is no interruption in the schedule and never a worry.

The long distance transfer and moving service is equipped with trucks and vans of all sizes. They can move you anywhere the roads go, all at one time. All you have to do is call them on the phone and they will come, get the key and permit you to go about your affairs. They will take down the pictures, pack everything, load it and have it in place in the new home ready for your arrival. They have people

who are experienced in the handling of good furniture and interior furnishings, and who understand just how to take care of them.

If you want to store your furniture they will free you from all worry when you turn over the key. They will pack and store your goods in an excellent storage warehouse, insure it and give you every service. They will attend to every detail.

They are equipped in the most modern manner, having a truck to meet any demand. In charge of them are drivers who are not only careful and honest, but who have a clear understanding of all the good rules and a thorough acquaintance with the mechanical equipment of the truck they are driving, thus assuring the public of efficient and rapid service.

In this review we desire to call the attention of the people to the attractiveness of their service and to say that they are always on the lookout for new features that will make it more complete.

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PIGGLY WIGGLY STORE

Managed by George Rutan, Piggly Wiggly Store is located in Seaside at 701 Broadway. They give Green Stamps to their many patrons.

This market is a place where quality, service and satisfaction meet and where people from the surrounding territory go to find the perfect provision center.

It is excellently located and is a place where one can park, have the car loaded, drive away and not be inconvenienced by traffic jams.

This up-to-date market, seeing the drift of the trade from the congested area, has established a store that is gaining in patronage every day and now is so busy that all goods are turned quickly, which makes both for low prices and new and fresh stock. The vast volume of business enables them to better deal with wholesale firms and secure to the benefit of the public.

This well known market strikes the keynote of modern life as people do not want to spend all mon-

ey they take in for meats and provisions, but want to have money left over for the pleasures of life.

Those who trade here have found that they are able to save much of the meat bills and if properly put away it will, by being saved, net them a handsome sum over a period of time. The prices are the result of lower overhead, closer buying, doing a large business and making small profits on each sale. The quality of the meats are the very best.

The service of this popular market is very pleasant and efficient. They will assist you in making up your orders, and if you drive up here in the car they will see that all packages are placed in the automobile.

We would advise anyone having trouble with the food problem in any way to visit this market and make the family happy by furnishing them with pure food and a balanced meal.

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SEASIDE CLEANERS

Seaside Cleaners, owned by Leonard Manion, is located in Seaside at 774 Broadway.

Meeting with instant and almost universal approval, the work of this company is now going to many sections, and with the dawn of new prosperity in the country, the future will see this firm one of the busiest beehives of industry as prosperity gives impetus to the desire for efficiency. There are few establishments in this locality which are of greater commercial value than this company.

They have won a warm place in the hearts of the public through the excellent work they have executed in every branch of the cleaning and dyeing business. The thinking public has come to understand that when work goes to this firm it is executed according to their reliable methods, and a satisfactory job is

certained. It is a pleasure for us to point to this concern as one of the leading enterprises of this section and to say that it has always been eminently fair and honest as well as progressive and up-to-date, and that they have won for themselves the reputation of having one of the leading concerns engaged in their special field of endeavor, and to point out the advantages of transacting business with them.

The business is under the direction of latter-day businessmen who appreciate the value of good service as a trade winner, and they and their associates are always willing and anxious to accommodate their patrons. They have always taken an active interest in the development of the county and are known as among our foremost citizens.—183

DO-NUT HOLE CAFE

Being the first Truck Stop out of Astoria and operated by Verna Christensen, the Do-Nut Hole Cafe, featuring light lunches and hamburgers, is located in Warrenton on Highway 101.

This up to date place has gained a name that has spread far and wide as a place where the local and traveling people can more than satisfy their demands in the matter of obtaining food. Their products consist of not only the prime necessities of life, but delicacies are offered to the taste of the most fastidious.

Cleanliness is one of the most outstanding features of this modern place, and is not confined to the counters which are brought to the attention of everyone, but extends throughout the establishment and those places frequented by the management and assistants.

The food is prepared in such a way that to the uninitiated the thought at once comes that never was there such a good place at which to eat. Poor eating places are not the exception by any means. It is a pleasure to have such a modern and up to date place to refer the traveling patrons as well as local people.

The management made a special study of the business, and consequently is striving to give the people something just a little better all the time. They have arranged their place so that it is very attractive and insists that the service be kept prompt and courteous.

We take great pleasure in complimenting this cafe on the order of the establishment and refer them to our readers without hesitation.

—1

Liberty Restaurant & Tavern

Operated by Frenchy Jalbert and Henry Thiel, the Liberty Restaurant & Tavern, featuring a fine selection of beverages as well as food, is located in Astoria at 522 Commercial.

Out of the great number of people from this part of the state who make frequent visits to town, we venture to say that not 10 per cent are informed of the locations of good places to go to eat, so they drop into the first place they see. If it happens not to be a good cafe, and that kind is not rare, what otherwise might have been a pleasant day is spoiled.

Having been a patron of this cafe, the writer feels that he is qualified to settle the food problem satisfactorily.

The food is served in a way that the thought at once comes that there never was such a good place to eat. Poor cafes with a fine front are not exceptions, so it is a real pleasure when one finds the pleasing and most palatable of foods served in an attractive surrounding that he feels like telling everyone of his find.

The manager has had a successful

career in the catering business, but is not content to rest on his laurels. He is striving at all times to give the patrons just a little better in service and appointments.

You cannot but note the attractive surroundings, the soft lights, the cleanliness everywhere. The cleanliness is of first importance and extends to every department. In the minds of most of us an attractive restaurant and high class foods are associated with high prices. The prices at his restaurant are very modest, in fact not as high as many inferior places, and when one considers the wide variety of tasty foods the comparison ends.

This cafe is an ideal place for our ladies and patrons who make shopping trips to the city, not only on account of the many dainties but because of the courteous treatment afforded all visitors and patrons. Every courtesy is appreciated. With the people of this community, this institution is very popular of course.

On your next trip, try this cafe on our suggestion and we believe you will thank us for the suggestion.

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HAROLD'S RICHFIELD SERVICE

Harold's Richfield Service is located in Astoria at 10th and Commercial.

This station handles a good gasoline and motor oils. Their excellent line has been tested and found to be the very best on the market today. In fact, just a little better than what you thought was the best. The great satisfaction that they are giving is winning new customers all the time.

They feature excellent products, which have attained an enviable reputation as being among the highest test gasoline and oil of the day. It makes no difference whether it is for the passenger car, truck or tractor, you will find that they have fuel that will suit your needs. They have made a study of the trade and especially of the kinds of oil demanded for this climate. If you get this service from them you will never have any trouble with

any part of your equipment.

Expert crankcase service is a feature at this station. All you have to do is to drive in and they will change the oil in your engine. This service is a great accommodation to motorists and aids in keeping the engine in fine condition.

They also offer an excellent service in oiling cars and if you happen to be going to town to shop, you can get the car greased while you are attending to your affairs.

The management and assistants are authorities on the roads and tours of this section of the state and are ready to give any information desired as to detours and other details of travel. The great growth of this business is a tribute to the business ability of the management.

In this review we are pleased to compliment this station upon the service they render the people of this section of the state.

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WARRENTON BEAUTY SHOP

Warrenton Beauty Shop is located in Warrenton.

This salon is known as headquarters for the finest in beauty culture.

The management of this salon has made a thorough study of the hair from a scientific standpoint. She understands when it is necessary to recondition the hair before a satisfactory permanent wave may be attained.

She treats sick hair—hair that is faded, dull and dry looking. In order to insure a good, lasting permanent with a natural looking wave, it is often necessary to treat the hair and scalp. The scalp treatments given at this shop thoroughly re-condition and rejuvenate the hair, so that it has luster and pep.

If your hair is faded and dull-looking—if your hair is a problem and your permanents do not seem to be satisfactory, you would do

well to consult this shop. Get the advice of experts. If it is necessary after a careful examination the management will tell you whether or not, your hair will take a good permanent.

If not, she will tell you frankly what treatments are necessary and after you have had her rejuvenating scalp treatments, you will be delighted with the lovely natural wave that she will put in for you. Your hair will have that lovely, soft-wave that you have always wanted, but never attained.

This beauty salon is tastefully furnished and nothing is left undone for the comfort of the patrons.

In making this review of the business progress of this section, we wish to compliment this beauty shop on the high standard of its work and on the service it is rendering.

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BUD COLBY'S Associated Station

Located on the outskirts of Warrenton on Highway 101, is Bud Colby's Associated Station.

If you buy only one gallon of gas you are accorded the same courteous treatment as if you were having them fill the tank. Your radiator filled, windshield spotlessly cleaned, air put in your tires and it is all done so quickly what before you realize it, once more you are on your way.

For your convenience they have charts whereby they can tell you what grade of oil will give you the maximum results from your motor. They will be glad to give you pointers in regards to the kind of oil best suited to your needs. This information is given without obligation.

Their service is prompt and courteous. Few, if any, other stations offer such a complete service.

This concern has had wide experience in this business and has demonstrated its ability as gasoline men and as competent executives, and as a result this service has come into the prominent position it occupies today.

From a small beginning it has advanced and progressed until today it has a tremendous trade and a large capacity. It has a modernly equipped establishment and is truly a tribute to the founder's business sagacity and a commercial monument for future generations to admire.

We are pleased to point with pride to this firm, and also to commend them on the class of service that they furnish to the trade and assure everyone that when they buy gas or oil from them they will get the very best.

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THE PORTWAY TAVERN

Beverages — Magazines — Tobacco

Featuring beverages, magazines and tobacco, The Portway Tavern is located in Astoria at 422 Taylor. The owner is Paul Jarvinen.

In making this review of the onward progress of the community due mention should not be omitted of the leading position occupied by this popular establishment in the social life of the community, as it is a great aid in the life of the period.

The growth in the volume of business, we believe, is due to the fact that only excellent service is being featured in this establishment. Any dissatisfaction which may arise with any guest will always be cheerfully adjusted and in our opinion this accounts for the enviable reputation this place enjoys.

The beverages served at this place are the finest in town and people from every walk of life have found

that a "nip" here adds a new charm to life. They specialize in prompt service and have an extensive trade from the territory for miles around.

One of the very salient features here which should receive special mention is their excellent service, as the people out on business or in social affairs can always find their favorite brand of beer or beverages available.

When you want a delicious drink that is distinctly superior to the average, try one of theirs. They are famous for excellence.

Such an institution as this one adds to the reputation of the community for being alive and wide awake. It brings favorable comment not only from the local but also from the traveling public, and assists in making this a better place to live.

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USO CELEBRATES ITS 12th BIRTHDAY



Two servicemen and USO hostesses light candles in observance of USO's twelfth anniversary last week as a dozen years of USO service to the Armed Forces was given recognition in USO clubs and by USO committees throughout the country. USO services are made possible by United Defense Fund which seeks support through Red Feather and other united community drives.

RETIRE IN 5 YEARS RAISE CHINCHILLAS

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