

WALDORF TAVERN

Featuring shuffleboard and shuffle bowler as well as beverages, Waldorf Tavern, operated by Earl and Elma Bergeron, is located in Astoria at Tenth and Commercial.

This is the place "where friends meet." This is a favorite social center for people from all the surrounding territory. New and modern appointments.

They cater to the people in social life, business men and others, in fact, people from every station of life find that an evening spent here will drive dull care away and that this place is a pleasant panacea for the dulled senses and jaded appetite.

Every appointment and luxury for your ease and comfort have been provided. Attendants will look after your every wish and the service is excellent.

This establishment represents an appearance of all that is different from the usual and is a place that is unique in the entertainment circles of this section. The lighting effects are colorful and charm the eye, while the beverages are all that can be desired. This place appeals to all the senses and lulls one to the forgetfulness of the humdrum of life.

Phone them, if you wish to give a party, or wish to be provided with the best in beverages and enjoy the pleasant atmosphere. They specialize in seeing to it that you get the best in service.

We are pleased in this review to compliment this place on the high character of the concern, which is rendering a much-needed and highly appreciated service to the people.

NIAGARA SERVICE STATION

Niagara Service Station is located in Astoria at Eighth and Niagara Ave.

Your motor troubles will end forever when you fill up with the oil that resists heat and contains the least sediment. There motor oil is what your engine needs.

The products sold here are the very best obtainable. You can rest assured that when you fill up with gas here there will be no missing on the hills and that your oil gauge will show an even pressure.

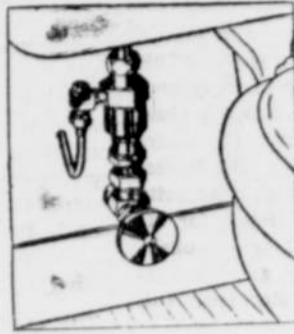
If you happen to be in a hurry, this is the place to go. They specialize in taking care of people who are in a hurry and you can depend on it that at this station they will

be on their toes to see that you get quick service.

This concern has had a wide experience in this business and has demonstrated an ability as oil and gas men and as a competent executive and as a result this service has come into the prominent position it occupies today. It has a modernly equipped place to take care of all auto owners.

Try this station on your next trip to the city. The manager is a man well-known and liked throughout this section. He is right here at home, always ready and willing to do everything possible to make this a better community in which to live.

WATTS



**MIDGET ANTI-SWEAT VALVE
STOPS
Sweating and Dripping of Closet Tanks
and Bowls
PREVENTS**

**Loosening, Discoloring and Rotting of
Bath Room Floors**

Midget Anti-Sweat Valves Automatically Mix a Small Amount of Hot Water with Cold Water Entering the Tank to Keep the Tank and Bowl Close to Room Temperature and is Guaranteed to Keep Tank and Bowl From Sweating and Dripping on Floor. Easy to Install.

Manufacturers and Distributors

WATTS MANUFACTURING CO.
CLATSKANIE, OREGON

TED REESE'S SHELL Service Station

Ted Reese's Shell Service Station is located in Astoria at 32nd and Lief Erickson.

At this service station you will find the most modern equipment available for the proper lubrication of your car. Eighty per cent of the repair bills on an automobile come from lack of proper lubrication. Even gasoline is secondary expense to the big tax on the automobile owner which is unnecessary repair bills.

Under the system you get service that is decidedly different and distinct. It costs no more and the difference is reflected in your bank balance. Seeing is believing, and you may watch the greasing operation yourself.

Here are a few reasons why you should use their service:

The most modern equipment. A greasing place so constructed that the workman can not fail to observe every part to be reached. Men thoroughly trained in their work.

With modern equipment and trained men, their station enjoys an enviable reputation in the field of lubrication. Drive your car in today and let them show you the difference and where.

Lubrication supplied under pressure, which means that every vital part is thoroughly taken care of.

The men at the head of this business are among the best known business men of the community. They take an active part in all civic and business affairs and are boosters for this community every day and in every way.

FLOWER BASKET

In Seaside at 602 Broadway is the Flower Basket operated by Jo Sklenar.

In the complexity of modern society there is no one business that has come into more prominence in the past few years than the floral house. In this community there is no florist who enjoys a wider reputation as offering the public the most complete service than this well known florist.

For centuries flowers have been symbolic of the more delicate phases of human nature and the recent development of the flower as a token of esteem and remembrance has placed it in the front rank for all social, mourning and joyful occasions. Its varied uses have made the modern florist a deep student of social etiquette. Place your orders either in person, by phone or

letter and they will see that your card arrives at the right time.

As a designer of floral arrangements for funeral or social occasions, they have attained well merited fame as being artists of more than ordinary ability.

Their heart and soul beat in unison with the work and as a consequence their designs are distinguished for their very appropriate appearance.

Every modern facility for the proper care and preservation of the flowers until they reach their destination has been provided and they will remain fresh long after arrival, as they provide them just as they are coming into bloom.

In making this review of the onward progress of this section, we deem it proper that prominent mention be given these florists. 155

A Score Settled...

WHEN HIS BROTHER was killed in Korea, Sergeant Rosser re-enlisted. Several months later he, too, was in Korea—pinned down on a hill near Pongil-li by surprise Red fire. He saw it cutting up the platoon. Suddenly he jumped to his feet, charged a Red bunker and cleaned it out. In a trench he dispatched five more enemies. Twice, under heavy fire, he returned for more ammunition, then renewed his attack. His furious one-man fight ended with 13 enemy dead, the American platoon saved, and a score settled for Sergeant Ronald Rosser.

"When a man gets back from Korea," says Sergeant Rosser, "it does him good to see people investing in our country's Bonds. Sure, Bonds are a practical way to save, I know. But they also help build production power—to equip and protect men overseas. And that's proof that people really care."

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity! Also, all maturing E Bonds automatically go on earning—at the new rate—for 10 more years. Today, start investing in U.S. Series E Defense Bonds through the Payroll Savings Plan.

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CHINCHILLA "RANCHES" REAPING TIDY FORTUNES IN CELLARS, ATTICS

Animals Now Offered as Low as \$500 a Pair, \$350 for Single Females and \$150 for Males

If you are interested in acquiring a Chinchilla or Chinchillas of good quality, some from championship stock, at below wholesale prices, write C. R. Reynolds, NCBA member, at P. O. Box 327E, Pasadena, 8, Calif.

Mr. Reynolds indicated, that because of a surplus of stock, he would airfreight animals to customers at bargain-counter prices of as low as \$500 for young mated pairs, \$350 for young females and \$150 for young males.

Terms are also available, it was indicated, so that buyers can acquire the animals for half down, the animals remaining on one of Mr. Reynolds' ranches until fully paid for in monthly installments plus \$2.50 per month per animal board fee if desired.

Quoting outstanding success stories as printed in the Feb. 26, 1952 issue of the Wall Street Journal, Mr. Reynolds said: "Breeder Clement J. De Chant of Manhattan Beach, Calif., a jig builder at Northrop Aircraft during the war, bought two pairs and two single males in 1946 for \$2,300. Through the end of 1951, he had sold 55 descendants for \$51,320 and had 170 left worth \$100,000.

"Then there's G. T. Owen, who

has given up his plumbing business in Shady Cove, Oregon, to put all his time raising Chinchillas. He and Mrs. Owen saved \$3,000 from war jobs and bought three pairs for \$3,900 in 1946. By 1951, they had sales of a little over \$20,000 and still had a herd they value at \$60,000."

How much longer is this sort of thing going to last? In the opinion of Stanley W. Pangborn, of Washington, D. C., president of the National Chinchilla Breeders Association of America, it will last three to five more years.

Outlining some of the economics, Mr. Pangborn, it will take five years for the existing lady rodents and their descendants to produce the 1,200,000 good breeding pairs needed to support minimum commercial pelting.

As pelting approaches, and there are more animals around, prices will decline, Mr. Pangborn feels, but he said that this wouldn't happen for three years or more. When pelts first hit the market, he thinks they'll be worth around \$100, later dropping to \$50 or less.

By fur rancher's rule of thumb, a good breeding animal is worth three to four times its pelt value, so Mr. Pangborn sees a quality pair worth \$600 to \$800 five years from

now. Other than the initial investment, little capital is required to raise the animals. Mr. Reynolds said. Some ranchers have built specially designed ranch houses, but more have converted garages, barns and other buildings. Feed costs run \$3 a year or less. One New Hampshire breeder said he had refused \$5000 for a pair which produced 30 babies in five years "and their feed stands me a \$25 bill."

Lloyds of London is now writing life insurance on approved herds, as annual mortality has dropped to less than 10% from 50% a decade ago.

Since Chinchilla have 60,000 strands of hair to the square inch of skin, vermin can't live in their fur. Yet this silky fur is durable. Esther Dorothy, of New York, estimated one of her capes in a show had undergone the equivalent of a hundred years' wear in TV, theatrical and other appearances around the world.

Write C. R. Reynolds, P. O. Box 327E, Pasadena 8, Calif., and get in on the ground floor of this little business just becoming big business, which is now yielding tidy fortunes from "ranches," in cellars, attics and converted chicken houses.

YEAR 'ROUND GARDEN PLANTING GUIDE

This gardening calendar, indicating generally accepted planting times in the Pacific northwest, central and southern areas, was prepared as an aid to gardeners by the American Chemical Company, manufacturers of Ekena, the all-plant conditioner, which was introduced to gardeners for the first time in 1951.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ASPARAGUS Blue and white flowers. Good border planting. Semi-hardy annual. Best growth in rich, well-drained soil. Soil conditioner recommended for "pre-heat" dry soil, used to three-inch depth.	PETUNIA Light pink to deep purple flowers. Border, window box or wall planting. Semi-hardy annual. Will grow in poor soil with little water. Apply soil conditioner to three-inch depth throughout.	DIANTHUS Many colors. Excellent for borders or wall plantings. Check local nurseries for best strains. Full, light, well-drained soil is best. Six-inch depth conditioner with soil conditioner is recommended.	MARIGOLD Yellow, orange-red and brown flowers. Bedding and cut flowers. Semi-hardy annual. Needs lots of sun and rich soil. Three inch treatment with soil conditioner to improve soil structure.	ZINNIA Every color but true blue and green. Use for foreground planting or in mixed borders. Semi-hardy annual. Thoroughly work soil conditioner to a three-inch depth in "pre-heat" dry soil.	DAHLIA Many brilliant and pastel colors. Excellent cut flowers. Tuberoses and perennial. Grow well in cool areas along coast. Should be planted in full sun. Six-inch depth treatment with soil conditioner.
HOLLYHOCK Color ranges from bright reds to yellows to purples. Use as border planting. Hardy annual. Easy to cultivate. Six-inch depth treatment of soil conditioner to add growth.	CALIFORNIA POPPY Deep orange to soft yellow flowers. Long lived in borders. Hardy annual. Grow in dry soil. As soil becomes damp in spring, "pre-heat" dry soil to three-inch depth with soil conditioner.	PERENNIAL LARKSPUR White & shades of blue and pink flowers. Good for mixed borders. Rich, well-drained, light soil is best. Soil conditioner should be used to a three-inch depth for best results.	CORNFLOWER Pink, white, rose & blue flowers. Excellent for borders. Good border planting. Hardy annual. Moderately rich soil recommended. Conditioner should be used to a three-inch depth.	TULIP Many colors and shapes. Cuttings. Check local nurseries for best kind in your area. Six-inch depth treatment with soil conditioner to a three-inch depth with soil conditioner.	AZALEA Clusters of white, pink, purple, red, orange and yellow. Excellent for borders. Beneficial to plant growth on soil with soil conditioner and back fill ground with organic matter.