

## THE NEW CURTAIN SHOP

Visit The Original and Only Curtain Shop

Choose from hundreds of new designs at the Curtain Shop, located in Astoria at 196 14th Street.

You will be pleased by the low cost. Choose from a large stock of Curtains, drapery materials and trimmings. Consultations in your home - estimates without obligation. Decorating suggestions and color coordination. Phone 259.

To be merely rendering an average service is all well and good, but to be able to give a service that is just a little in advance of others has become a feature in the life of the community that is indeed something worth while. And that is just exactly the case with this well known concern.

First, they insist that their ser-

vice is dependable. You know that you are going to get value received and courteous treatment when you contact them, because past experience has taught you that they are personally interested in you and your trade.

Next, they leave nothing undone in their effort to provide for you the very best service that can be had for the money.

Thus you are afforded a dependability of trading with people whom you know and who know you.

These are some of the secrets of success of this well known and ever popular firm. These are some of the reasons why the experienced management finds that business in-

creases with each season. These are but a few of the views to direct the attention of our readers to the essential factors in the life of the community.

This establishment has won the enviable reputation as a place where the people of the country secure the best of the day at the most reasonable prices.

The management is in the hands of a competent and public spirited person familiar with every detail of the business, and it is quite proper that we recommend this firm on the prominent position it has attained as one of the most valued of the community's commercial assets.

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## SINGER SEWING MACHINE CO.

Singer Sewing Machine Co. is located in Astoria at 572 Commercial.

This is the local home of the famous Singer Sewing Machine whose popularity is a signal recognition of its commanding position as the leader of the industry.

While they sell the Singer they also give service on all makes and carry a large stock of supplies and parts.

This includes separate motors and single lights which may be attached to any Singer model and used with the power of the farm lighting plant.

It is interesting to note that one of the models of the Singer Sewing Machine Company has been placed in the Smithsonian Institute as representing the acme of per-

fection in sewing machines throughout the world.

The dull routine that faced young women of a few years ago is lifting. The dread of all things connected with house work drudgery is rapidly being dispelled by the advancements of modern science.

The Singer Sewing Machine Company is now prepared to offer the housekeeper a high powered vacuum cleaner combined with the Singer motor.

This cleaner is equipped with a two-speed switch which reduces the speed of the motor for the cleaning of delicate fabrics in lamp shades and draperies and the nap of upholstery and rugs.

This vacuum cleaner is fully protected by the Singer guarantee. It

is an invaluable aid to the housewife as it not only cleans the surface but removes the deep seated dirt as well.

A few years ago housework was a never ending drudgery. The up-to-date present day equipment that is offered by this local concern is so that the inexperienced housekeeper may do her own sewing and cleaning and still have plenty of time and energy for other work or pleasure.

This firm recognizes not only the needs of the home but those of the community as well. They stand forth on their reputation as successful home helpers as well as forward looking community builders. Our city could not want a better combination of qualities. 354

## JOHNSON PONTIAC, INC.

See the new Pontiac and Packard cars for 1933 now on display in the showroom of Johnson Pontiac, Inc. in Astoria at 15th and Duane. The firm's president is Clair Johnson.

They offer a very complete service in body and fender repairing, including tops, and have equipped their establishment with the latest of equipment for the complete repair of bodies and fenders. No matter what kind of smeshup 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.

This institution has kept many

a truck and auto on the road that might have found its way to the graveyard much sooner if it had not been for their comprehensive and rapid service. Too many people think when something happens to the car that it is done for. No matter what you think, it will always pay you to take it around here and see what can be done, as, often for a few dollars, it will be placed in good condition and will run for a long time.

If, in motoring over the highways, you have been bumped by the road hog or a mad driver and the body of the car is dented or fenders bent, lamps crushed, etc.,

just drive around here and they will fix you up so that all will look like new.

We are pleased to compliment the management of this shop since they have kept the establishment thoroughly abreast of the times and are meeting the needs of the time, and are meeting the problems of the day in a most thoroughgoing manner. We desire to refer this establishment to all the people of this section and ask them to call for specifications and estimates on contemplated work. You will find them courteous and accommodating and highly efficient. 134

## J. & W. SPUDNUT CO.

"Treat the Family to a Bagful"

Located at the South End of Youngs Bay Bridge in Youngs Bay, J & W Spudnut Co., owned by W. Poteet, handles delicious Spudnuts as well as breakfast and sandwiches.

Their spudnuts have occupied a place of distinction in food value.

It is therefore fitting that the quality of the ingredients that compose them, and methods of preparation, be given the most careful attention.

Their spudnuts call for the best materials, the choicest flour, doubly tested for food value, pure milk, and refined sugar, all of which make the doughnuts nourishing.

Their spudnuts daily are making new friends and steady customers thru wide public acceptance.

Never before in the history of this city have its people manifested such wholehearted enthusiasm over a food product as they have over the products from this establishment.

The reasons— Their products are quality made with the best materials, and with the most modern machinery available.

Bite into one of their spudnuts if you want to know how good they can be. They have a mighty appe-

tizing flavor that puts them in a class alone. They have always been made up to a standard and not down to a price.

The baking is done by modern equipment, which insures absolute cleanliness and perfect heat control. Every product is baked alike. All the nutritional value of the materials used are made secure in the baking, giving quality and flavor to their products.

The management is among the true community citizens who believe in this city. This community is to be congratulated on having such business men and citizens. -52

## PANTORIUM CLEANERS

Being licensed for Santone Cleaning, an improved cleaning process and operated by Tom Young, Pantorium Cleaners is located in Astoria at 566 Duane.

This firm has a reputation for the kind of cleaning and dyeing that is built to last and consequently their services are in great demand, for this is a firm that knows the business from A to Z, and employs expert workmen.

This establishment is popular with all who have tried it. That they put forth their best efforts is shown in the satisfaction in each case. The establishment is splendidly equipped for all classes of dry cleaning and no work is too difficult to handle in the most satisfactory manner.

A specialty is made of the cleaning of ladies garments, while they do this same class of work for men, which includes almost every man in town who cares anything at all about his personal appearance. Their pressing of garments is always cor-

rectly done.

The dry cleaning system used not only cleans your clothes, but thoroughly renovates them in the most sanitary manner. It also turns them out in the most approved styles without the disagreeable odor that accompanies the work of so many cleaning establishments.

The latest cleaning and renovating machinery in their plant makes it possible for them to handle the most delicate fabrics and turn them out so that they look like new.

One of the features that recommends the service is that the price of woollens is very high and it is a well known fact that modern cleaning work, such as theirs, conserves the woollens and prolongs the life of the garment.

We wish to refer all our readers to this firm, which is a modern institution and to suggest that as regards dry cleaning, they can not do better than to entrust their work into the care of this concern. 314

## S. T. SAARIO FURS

Fur Storage Headquarters

Featuring excellent fur storage facilities, S. T. Saario Furs is located in Astoria at 431 Commercial.

They have "Everything in Furs," they do expert repairing and remodeling of furs and offer excellent storage facilities for furs. Being exclusive furriers, they are able to give more reliable service than a store where furs are only featured a few months out of the year.

Purchasing of a garment is a weighty matter and something not accomplished in a day's shopping, but instead requires considerable thought. However, an exclusive furrier establishment specializing in furs every day in the year solves the problem when a fur is to be purchased.

With the highest standards maintained in all the work turned out by this establishment, expert furriers, prime pelts and the best of modern equipment the purchaser of a fur is readily assured of genuine satisfaction that will last as long as the fur wears. There is much to be gained by the fur owner when they deal with an established concern which knows good furs, spe-

cializes in them and through long experience knows the advantages of this variety of fur over another, and whose guarantee for satisfaction is as good as a bond.

Cleaning methods employed by this concern restore the brilliant lustre of last year's fur garment or fur piece, the depth of the fur is restored and it is made silky and fluffy. If good fur coats are remodeled occasionally in their several year's wear, the owner has a luxurious and much prized possession for less cost by far than cloth coats which are purchased by most women on the average of every two years.

Relining also restores the fur coat to its original newness and the reasonable prices of relining adds greatly to their attractive service.

When you purchase fur garments from this shop you know you are getting the best—that they are just that as long as you wish to wear the coat or your fur piece you have what they told you they were and their continued interest in giving you the best service. 230

## ST. MARY'S HOSPITAL

A Blue Cross Participating Hospital

St. Mary's Hospital is located in Astoria at 690 Exchange.

"Without health all the other gifts of life are worthless." Human nature seems to be so constructed that we mortals do no realize the truth of this statement until it is too late. Health is one of those things—like a good wife—not appreciated until it is gone.

Perhaps you are feeling "run down" generally. You don't seem to have your normal amount of energy and push. Your work drags. You cannot sleep at night. If you sleep at all, you do not feel fresh when you awake in the morning. What you need is the care of an efficient hospital staff.

This hospital offers the patient quiet and rest combined with every modern method of treatment and diagnosis. Laws of nature and principles of science are co-ordinated in the most effective care of their patients.

Their modern building is completely equipped for all kinds of non-contagious diseases. Special development in the laboratory and diet kitchens makes systematic

study and rapid results in treatment possible.

This hospital contains complete operating departments, nursery and examining department.

The maternity ward is a special feature where the finest care for the mother and baby may be had.

This modern institution contains quarters for the reception of cases requiring personal care and individual study. We are glad to compliment this institution on its surroundings and their work in the relief of suffering humanity. We judge man's love for God by the way he treats his fellowmen.

It has been built up to its present high standard by the tireless efforts of its efficient staff and the years that have been spent and the results that have been obtained deserve the praise of all.

The hospital has most efficient laboratories and is equipped to take care of out-of-town patrons in a prompt manner.

This hospital is a credit to this section of the state and deserves the support and backing of every citizen. -90

## STONER'S GARAGE

Auto Towing — Astoria 337 — Truck Towing

Fast, Efficient Service—Anywhere

Anytime

Featuring Auto towing, automotive repairing, welding and machine work Stoner's Garage is located in Astoria at Miles Crossing, Route 3, Box 60, telephone 337.

This is a very popular place for autoists from everywhere as people here always meet with a warm reception and are given the best of attention

In case of a breakdown on the road you need not lose much time or suffer serious delay if you will but call them on the phone. A well equipped wreck car with the latest modern facilities will be immediately on the way to your aid and the damage will be repaired in the shortest possible time.

They never sleep and are always on the job day and night and no one need have any fear in traveling the highways in this section of the country, as they are always ready if there is any trouble of any

kind, to answer the call and get one out of the jam.

They are very accommodating will be pleased to demonstrate, give any information desired, and always have a full line of gasoline, oil and supplies for the local and touring public. Visitors to the community are always welcome here to secure any information desired as well as instant service.

They always insist that the very best attention be given to every patron and as a consequence from every point of the compass people are praising the excellent service at this popular establishment.

In making this review of the on-ward progress, we are pleased to compliment this modern automotive institution upon the very satisfactory service they are giving the people and the wide popularity this establishment has attained in the business. 136

## TRUCK TENDER SERVICE

Clarence Miller, Owner

Featuring expert repair service on passenger cars, trucks and tractor tires, Truck Tender Service is located in Seaside at 1480 So. Holladay Drive, phone 118.

One of the costliest parts of the automobile which must be replaced the oftenest is the tires. Modern science and human ingenuity have devised a means whereby the cost of new tires can be avoided.

The management of this modern vulcanizing and treading establishment is putting forth their best efforts to aid the motorist to reduce the cost of the upkeep on his car. Instead of buying new tires, bring your tires to this establishment and have them rebuilt at a cost which is only a fraction of the amount you would have to pay for a new set.

In this day of high living costs, it is incumbent upon every automobile owner to economize whenever possible. How about the tires on your car? Do they have firm, deep treads, or are they worn smooth, possibly, with patches of cord showing here and there.

Worn tires are dangerous. Not only is there the likelihood of a blowout, but with the automobile of today geared for speeds unthought

of by the last generation, tires with firm, deep treads are absolutely essential to hold your car to the road.

Are you risking the lives of your family and of the pedestrian with unreliable tires? A wet pavement, you suddenly have to stop, your brake, but if you don't have tires that are in good condition you go skidding off the highway, or into another car, causing needless disaster and ruin of valuable property. Recent statistics show that skidding causes more auto mishaps than any other fault.

This tire treading organization is here to guarantee you safer driving, by rebuilding your tires. They will tread your tires and build up the walls at a most moderate and reasonable price. Look at your tires today and see if you are risking your own safety as well as others' with tires unfit for the road, then see the tire rebuilding specialists at this firm's most complete tire repair shop.

We feel highly gratified in referring this firm to all of our readers and complimenting them in their work of doing their part in making roads safer for the autoist and the general public. -77

## SEACOAST FINANCE CO.

Loans For Any Worthwhile Purpose

License No. M-328 and S-259

Headed by M. F. Eward, Seacoast Finance Co. is located in Astoria at 362 Commercial, phone 2208.

This well known and responsible financing institution is one of the strongest organizations of its kind to be found in the entire state. It's organization was effected in response to the demands of the community for the people who found themselves temporarily short of money.

It has filled a long felt want and has been a prominent factor in civic and industrial progress of the vicinity. Its management is composed of prominent and conservative men who have successfully guided its direction to its present enviable standing—one of the strongest of its kind in this section. A feature of their business is the safeguarding of the patrons' interests through their advisory department which is available to all.

Since the founding of this institution its outstanding policy has been one of accommodation and convenience to the customer.

Liberal without recklessness and conservative without domination are

factors in the building up of the large clientele now enjoyed by this institution.

There are other loan companies that may loan large in figures, but there are none that can show a more uniform or continual progress or more solid and capable management than this one.

Because of its sound and conservative management it enjoys the fullest confidence of the public at large and its influence on the individual and home life of the community has been marked indeed, for through its willing assistance and able advice, large numbers of citizens have been benefitted and enabled to hold their place in the progress of the community.

We here wish to compliment this firm for their most essential service rendered to all in the most admirable manner in the hour of need. It matters not under what circumstances you wish to consult them in the matter of financial assistance, you will find them at your service and their advice in matters will prove both interesting and profitable. -63