

FAIR PLANS BIG FARM PROGRAM

Even Dance, Rural Events Featured at Chicago Aug. 11 to 18.

Chicago. Four million persons have entered the gates of the new World's Fair since it opened here May 28. Most of the throngs that have thrilled to the new spectacle, the new "foreign village," which offer in themselves a "tour of the world," the new shows and the new free entertainment projects, are city dwellers, Chicagons, visitors from other cities all over the United States and visitors from foreign countries have poured in, in large numbers.

But the real farmer-visitor's invasion of A Century of Progress has not yet begun. It will reach its peak when the Fair celebrates Farm Week from August 11 to August 18, inclusive.

Last year Farm Week accounted for the largest single week's attendance of the entire Fair. Plans to make the celebration interesting and important to farmers are even more elaborate now than last year, according to the events division of the exposition.

WLS Barn Dance at Fair.

Saturday, August 11, will lead off the program with a massive farm parade, including bands, farm implements, machinery and equipment and farm animals. Depriving the modernization of agriculture, it will be one of the longest and most comprehensive pageants of the entire exposition.

Sunday, August 12, will see special music and farm programs interlinked with the observance of Chicago Incorporation day, with Chicago acting as host to the out-of-town multitudes.

Rexford Tugwell, assistant secretary of agriculture, has been invited to be the principal speaker of the Farm Organization day program Monday. Tuesday will be Farm Radio day, with the entire WLS "Barn Dance" presenting a program in the Court of States; 40,000 persons saw this event in 1933.

Aerial Sham Battle Planned. The farmer's wife will have her day Wednesday, August 15, which has been named Farm Women's day, with special programs arranged to pay tribute to the women who battled to carve a nation out of the wilderness.

Farm Youth day, Thursday, will be full of recognition of the future farmers of the land, with emphasis on 4-H club work.

Programs of interest to rural newspapers and magazines will feature Farm Press day, Friday, Saturday, August 18, will be farm music day, with its high spot the gigantic Chicago-Adjoining Music festival in Soldier Field, adjoining the Fair grounds. This annual event has attracted more than a half million persons in the four years of its existence. This day will also see many special contests, such as milk-mald, husband-calling and hog-calling contests.

Saturday is also Illinois day. There will be a review of 10,000 troops and demonstrations by anti-aircraft artillery units, shooting with tracer bullets at balloon targets towed by airplanes.

Farm Exhibits Are Many. During Farm Week parties of farmers will be taken on free guided tours of the Fair grounds. Farm visitors, with only a limited time to spend, will in this way be able to see everything of vital interest to them. Henry Ford's industrialized barn where he shows how the farmer may, at low cost, raise soy beans, obtain the residue and process it himself, making industrial products for which he can obtain a profitable revenue, is one of the new exhibits. Another is the International Harvester company's radio-controlled tractor, which demon-

MUTT AND JEFF—Mutt Is As Changeable As A Blonde's Hair

By **BUD FISHER**



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HI-WAYS TO HEALTH by ADA R. MAYNE OREGON DAIRY COUNCIL

MARKETING FOR DAIRY PRODUCTS

In order to get the most from her food money, the housewife must be able to pick and choose from among the many advertised food products. Although the consumer is protected by states and federal laws requiring the branding of foods, there seems to be many ways of advertising that are aimed to exploit the public and which are not always true in content. This presents a real problem in the purchasing of foods and it sometimes takes real experience before one is able to judge the value of similar products.

There are always attempts to imitate or to create food products which are to replace others, similar in taste or appearance. This is true of dairy products as well as other foods. These substitutes or imitations offered for products at a lower price are usually inferior in food value and this explains the difference in price.

Dairy products in Oregon are priced low in comparison to market reports from other cities and the quality is high. There is little wisdom, therefore, in the housewife strates now farming may be done from an easy chair on the veranda. Model farm homes will attract many rural sightseers, as will the exhibits of the great packing plants and the automobile manufacturers.

The Brook Hill Dairy farm, with its model farm of 1930, shows the last word in modern milk production, from cow to bottle. The International Egg Laying contest is a huge laboratory where the farmer may study the latest egg-production methods first-hand. Scores of commercial exhibitors will have displays of prime interest to Farm-Week visitors.

Special Rates Lower Cost. Special railroad and bus rates will make it easier for the farmer to get to the Fair this summer. Automobile agencies and oil stations will give him assistance in highway travel. At the Fair, he will find costs surprisingly low. Restaurants are cheaper, transportation is cheaper, there is plentiful free entertainment and eighty per cent of all the comfort stations are free. Probably one of the leading attractions for rural visitors will be the foreign villages, so faithful in reproductions of life and scenes in fifteen countries that they offer the equivalent of a tour of the world, right on the Fair grounds.

being led astray with fanciful claims for imitation products which use, as their main selling argument, that they look like a dairy product, taste like a dairy product or can be used in place of a dairy product. Such statements are admissions that the new 'bargain' is only an imitation, all effort in the manufacture of which has been directed in producing a product which will be attractive to the taste and eye and which will sell for a profit to the manufacturer. Little thought has been given to the food value, the health-giving properties, or the real economy of such a product.

These imitations enjoy a short popularity and then suddenly disappear when the consumer learns that what seemed a low priced product is in reality a most expensive selection.

Oregon dairymen produce a high quality ice cream containing from 12 to 16 percent butterfat. Ice cream of this standard is a real food. Food scientists recommend the liberal use of ice cream in the diet but in doing so have in mind real food product and not a substitute for it.

In Oregon, too, we have branded butter. Grade A, as its name implies, is the top quality, made from the finest cream and manufactured with every care and equipment to produce a delicious grade of butter. Grade butter is that of only slightly less pleasing quality or flavor and much superior to that sold as top grade in other states. Butter of lower grade than B is not recommended for home consumption. Despite various claims—there has never been a real substitute produced for butter or in fact for any real dairy product.

It is well to remember then, in selecting dairy products, that the best is always the most economical and that a cheap imitation results in an expensive product when quality and food value is considered.

Eagle Point

By Staff Correspondent
Verne Spencer was suddenly stricken with an acute attack of appendicitis on Tuesday evening, August 7, and was rushed to the hospital in Medford where an emer-

gency operation was performed. He is reported as being out of danger and convalescing nicely. Mr. and Mrs. J. C. Spencer expect to bring him home this week.

Mr. and Mrs. J. C. Spencer have a beautiful new Chevrolet.

The following group enjoyed a picnic at Rancherie on Sunday many stopping on their way home for a visit at the Butte Falls fish hatchery. Mr. and Mrs. C. F. Davies, Mr. and Mrs. W. E. Davies, Mr. and Mrs. J. C. Spencer, Mr. and Mrs. L. K. Haak, Mr. and Mrs. T. T. Hatlett, Mr. and Mrs. John Greb, Mr. and Mrs. Harvey Stanley, Mr. and Mrs. Luther Day, Mr. and Mrs. Henry Owens, Mr. and Mrs. Linsey, Mr. and Mrs. Bill Holman, Mr. and Mrs. Wallace McDowell, Mr. and Mrs. B. K. Riggs, Mrs. Helen Culberston Mr. and Mrs. Ted Fredenberg and Mr. George McClain and their families.

Mr. and Mrs. Roy Stanley have returned from a three weeks stay at their Rancherie Ranch where they were putting up hay and caring for cattle. This past week they have been harvesting their heavy peach crop.

Mr. Walter Thiede, Kermit, Nowman and Ora May were Eagle Point visitors from Jacksonville for a few days this week. They are moving their household goods to their Jacksonville home and have rented the cottage of Kermit Thiede.

Mr. and Mrs. James Taylor of Medford, were Sunday visitors at the L. K. Haak home on Sunday.

The Eagle Point Grange hall is being wired for the use of the Relief canning unit, which, under the leadership of Mrs. Clarence Myers, will begin their seasons work this week.

Mr. and Mrs. Frank Brown and Mr. and Mrs. George Daley motored to Yreka last Sunday, where they spent the day with friends and relatives. They also went to Fort Jones.

Mrs. Edith Weidman returned from a week end trip to Portland where she visited her sister.

Mr. Theron Taylor and Mrs. Mary Taylor were visiting in Jacksonville on Monday.

An ice-cream social will be given in the City Park by the Grange Home Economics club to which all are cordially invited. The park will be well lighted with electricity, comfortable seats and tables will be provided. Lots of fun and games, ice cream and punch.

Mrs. Royal Brown is spending a week in Portland visiting her son and family.

Mr. Woodrich, III for so long, is again operating his cheese factory

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and Tommy Coy is again hauling the milk from the Lake Creek and Brownsboro section.

Mrs. Roy Stanley has as house guest this week, Mrs. Mao Walker of Portland.

Mrs. Bernice Hanson and Miss Florence Ball of Puyallup, Wash. Mrs. Harold Guerin of San Francisco, guests of Mrs. Lottie Van Scoy, with their hostess spent Sunday at Crater Lake.

Mrs. Millard Robertson is again at home after having undergone a serious operation at the hospital. She is recovering nicely.

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Special Contests, Exhibits Feature Fair Farm Week



Henry Ford's Industrialized Barn, shown here, a new exhibit at the Chicago World's Fair this year, demonstrates how farmers can effect their own relief by raising and processing

soy beans. Left inset: John C. Dameron, Weston, Ill., whose hog-calling championship will be a mark for farmers to shoot at during Farm Week at the Fair, Aug. 11 to 18. Right inset:

Mrs. Nick Owenga, Blue Island, Ill., last year's husband-calling champion, whose title is also at stake. The milk-mald's championship and other similar titles will also be contested.



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