

Snider Dairy and Produce Company For Pure Pasteurized Milk, Cream and Dairy Products

This plant located on North Bartlett, telephone 203, Medford, Ore., is now being practically rebuilt, new modern machinery being installed such as new bottling room equipment, new pasteurizers, new ice cream freezers, new cold storage equipment. When completed this will be one of the most modern dairy plants in the entire state.

This modern up-to-date dairy is one of the best known in this community. It is clean and sanitary in every particular. It is their endeavor to give the people of this community the best that can be had in pure pasteurized milk, cream, and dairy products.

Their milk is pasteurized as soon as it reaches the plant. For this they have strictly modern machinery and their place and equipment is immaculate. Pasteurization of milk means to heat it at a temperature for a given length of time and cooling it quickly. Thus the bacteria is eliminated and the qualities of the milk are unharmed.

"A bottle of milk is a bottle of health," is an expression of today that is quite in order. Many people can point to their pure, healthful milk and say this. A glass of milk at ten in the morning and three in the afternoon, beautifies the skin and complexion. Everywhere, school and health authorities are insisting that milk be served to school children. Serve milk at meal time and between meals too, to the whole family. Milk consistently used builds health and vigor in the frailest body, colors pale cheeks, revitalizes wasted nerves. Order Dairy and Produce Company.

In this Industrial Magazine we take great pleasure in complimenting their modern business dairy upon their management of this milk to 142 degrees, holding it at that temperature for a given length of time and cooling it quickly. Thus the bacteria is eliminated and the qualities of the milk are unharmed.

HANSEN COAL CO.

Home of Aberdeen Utah Coal

This firm is located at 508 South Front street, telephone 239, Medford, Ore. Mr. Jack Mosher, who was employed here for the past eight years, is now the owner and puts forth every effort to give his customers quality and service. He also handles the famous Presto-Logs.

This well-known firm has supplied this community with all kinds of coal for a number of years. They do a large volume of business and are growing yearly.

They are a reliable firm that gives correct weight, first quality and superior service. They demand a specific standard that they may maintain this standard to their customers. If you want the best in coal, call the Hansen Coal company.

They aim toward the perfect coal, coal with no clinkers, no soot, maximum heat units and very little ash—coal with wonderful burning qualities and at prices no other firm can equal.

In this Industrial Magazine we wish to extend our congratulations to this progressive and efficient establishment and refer them to our readers.

FARMERS AND FRUITGROWERS BANK

Offering A Complete Banking Service

This institution is located on West Main, telephone 883, at Medford, Ore.

This local financial institution is a notable example of substantial progress. Their business is conducted along modern policies and they are noted for the strength and sound judgment of their officers.

They invite you to consult with their official staff upon any financial matter. Business men with puzzling problems, neighborhood merchants who appreciate immediate attention to their banking needs, business women or home managers, will appreciate the cordial atmosphere you find at the Farmers and Fruitgrowers Bank.

Let the integrity of this reputation be your guide.

Another funny little campaign is on now. It is to take the profit out of war. It is just jabber. Instead of just taking the profit out of war, let's take the blood out of war. Let's have a deathless war. Let's take the corpse out of war. Let's take the screaming, the dying and all this yankiedoodle out of war. That's what we should take out of war.—Blue Mountain Eagle.

SUCCESS STORY

In 1930, the first year of the depression, an enamel paint company with \$4000 capital, plenty of ideas and a paint formula, opened a store in Chicago. The company now has a \$5,000,000 business through 3500 stores. Who says opportunity is gone? It is significant also that one of the ideas of the company was adequate advertising.—Springfield News.

JUST JABBER

Another funny little campaign is on now. It is to take the profit out of war. It is just jabber. Instead of just taking the profit out of war, let's take the blood out of war. Let's have a deathless war. Let's take the corpse out of war. Let's take the screaming, the dying and all this yankiedoodle out of war. That's what we should take out of war.—Blue Mountain Eagle.

J. C. Cass Auto Wreckers

High Grade New and Used Auto Parts

This firm is located on the Pacific highway, South, telephone 780, Medford, Ore. Mr. J. C. Cass has invented a new, modern, submerged pump for irrigation or mining purposes. This pump pushes down in the water and pushes instead of pulling the water, giving greater efficiency. It can be had in all sizes, large or small, and each pump is guaranteed to be satisfactory.

Many do not realize the value of an auto wrecking concern to the community. They are one of the indispensable factors.

They will pay you a fair price for your old worn out auto or one that has been in a wreck and take it to their place of business. Bolts and rivets are cut and good parts are segregated into separate piles, and the rest sold as junk. From the segregated piles of salvaged parts one may find just the part they need.

Here also you will find new parts of various makes of cars. It will be to your interest to see their supplies before you purchase. Many dollars may be saved in parts if purchased of the J. C. Cass Auto Wreckers. They also can save you a great deal of time as they have the parts in stock and you do not need to wait for them to be ordered.

The J. C. Cass Auto Wreckers is a most efficient and progressive establishment whose business continues to grow. It is backed by far-sighted business men who were able to foresee the necessity of such a business with the increase of automobile ownership.

We take pleasure in this Industrial Magazine in commending this highly efficient establishment to our readers.

Yellow Cab Company

Telephone 67 for Fast Service

This leading cab company has their office at 15 South Central, telephone 67, near the Craterian theatre. They are at your service at any time to go anywhere. They give safe, reliable 24-hour service. Their drivers are insured—a thinking fellow calls a Yellow Cab.

This taxi company is always in readiness. They will have a car at your door within an unbelievable short time after you phone. They render a service that is complete and satisfactory. They have a sufficient number of cabs at their disposal to assure you of prompt, courteous and efficient service at all times.

Their service is not limited to the city alone. They serve people of the rural districts as well. They make special rates on long trips.

You will find all their drivers courteous and competent. They do nothing but drive and hence are expert in this line and are skillful in traffic. You may feel absolutely safe in their hands under all circumstances.

Many have found that it is more economical to call a cab than to own a car. They can use a cab for less than the upkeep on a car, not to mention the investment and loss by depreciation.

This popular company has a most enviable reputation for prompt response to all calls, day or night. They are the busy man's first thought and may be depended upon to transport you to your desired destination in record breaking time. We recommend them to our readers.

Medford Poultry and Egg Company

Cash Buyers of Poultry and Eggs

This firm can be found on No. Grape, telephone 16, Medford, Ore. Mr. Hugo Frohreich, the manager, exerts every effort to see that every patron gets the best of satisfaction.

This firm has the enviable reputation of being among the city's most thoroughly dependable and representative business concerns engaged in buying poultry and eggs.

The Medford Poultry and Egg Company does an extensive business throughout this section, always paying top market prices for all produce.

They have always assisted materially in the growth and development of the city by furnishing such a favorable market for the producers of these products. In fact, due to their efforts, many farmers have gone into the poultry business on a much larger scale. They know that this company will always give them highest market prices for both poultry and eggs, and thereby eliminate any marketing trouble.

Here you will find all dealings pleasant, courteous and accommodating, with the sole idea of giving each patron satisfactory service.

The management is in the hands of men of experience in handling produce and are qualified business men of keen judgment. They are glad to quote you the latest market prices at any time. If you have poultry and eggs, call the Medford Poultry and Egg Company.

In making this Industrial Magazine we are availing ourselves of the opportunity to compliment this reliable firm upon their commendable business methods.

Lewis Super Service Station

Complete Automotive Repair Service

They are located on South Front street, telephone 1300, Medford, Ore. They feature expert automotive electrical and mechanical repair service.

Service is not only the motto at the Lewis Super Service Station in Medford but it is backed by reputation proving they render motorists of this section a real service. It has been the result of years of good workmanship by a man of recognized skill along these lines. Experienced automobile mechanics are employed at this station which insures you a case of control and the best in riding comfort.

You station where they will repair it in every detail. This is a class of service that comprises every phase of automobile service, successfully accomplished by skilled workmen at this station.

It makes no difference what make of car you may be driving or what reputation it may have for service or sturdiness, the years of service obtainable from it depend largely upon the care that has been taken of it and the class of service it receives in the hands of mechanics.

Worry kills more people than hard work, and what a satisfaction it is to know your car is in good hands as this reliable establishment. It is a guarantee of good workmanship that has been enjoyed by one of the busiest repair and service shops in this section of the state.

The Lewis Super Service Station is on the job at all hours of the day. The autolite receives here quick and efficient service in the face of any mishap.

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THE ROGUE RIVER CHEVROLET, INC.

Authorized Sales and Service for Chevrolet Cars and Trucks

This leading concern is located at 32 North Riverside, telephone 188, Medford, Ore. The new 1935 Chevrolet Standard Models are now on display and the new Deluxe Master models will be here some time in February.

Each year the American people are demanding a higher degree of perfection in transportation, and each year Chevrolet has met that demand. More words at inadequate to describe the Chevrolet of 1935. It is truly America's number one car. See the new models at the Rogue River Chevrolet, Inc. Such things as longer wheelbase, improved knee-action wheels, stabilized front end, over 80 miles per hour speed, made possible by the new Master motor, which prevents wasteful consumption, and develops over 80 horsepower; very economical on gas and oil, cable

of men of experience in handling produce and are qualified business men of keen judgment. They are glad to quote you the latest market prices at any time. If you have poultry and eggs, call the Medford Poultry and Egg Company.

In making this Industrial Magazine we are availing ourselves of the opportunity to compliment this reliable firm upon their commendable business methods.

REGAL AMBER DISTRIBUTORS

Distributors for Regal Amber Lager Beer

This firm is located at 147 N. Holly, telephone 1272, Medford, Ore. Mr. E. E. Hundley, the manager, puts forth every effort to see that everyone is satisfied with their service.

Among the business firms that are helping to keep beer in its rightful place in the hearts of the people is the Regal Amber Distributors, distributors in this territory for that well-known Regal Amber brand of beer.

Regal Amber beer is made from the finest of selected barley, malt and hops, plus pure water, yeast and other ingredients that aid in that long awaited prosperity, by which the Regal Amber Distributors are helping to build this community. They feature expert automotive electrical and mechanical repair service.

Service is not only the motto at the Lewis Super Service Station in Medford but it is backed by reputation proving they render motorists of this section a real service. It has been the result of years of good workmanship by a man of recognized skill along these lines. Experienced automobile mechanics are employed at this station which insures you a case of control and the best in riding comfort.

MEDFORD SERVICE STATION

Goodyear Tires and Products

Goodyear has always been a leader in giving the American motoring public that utmost value in tires and products. The Medford Service Station, located on East Main street, telephone 14, in Medford, Ore., is one of the units of this great public spirited organization.

This firm operates a complete super service station. You can drive your car to this station and leave it, go on about your business and when you return your car will have been serviced with any of the following services specified: expert greasing, tires repaired, checked, repaired or changed, oil checked, gasoline tank filled with the best grades of gasoline, oil

antied to give satisfaction. They are famous for the snowy weather of the lines they turn out.

They have installed a system of machinery that will turn out a great volume of excellent laundry work at a price that will drive the druggery and worry out of the home. You may have your laundry flat washed, rough dry, or finished. This popular laundry is one of the most modern and up-to-date establishments in this section of the country. Their work is guaranteed.

Medford Domestic Laundry

Southern Oregon's Most Modern Laundry

This modern plant can be found at 30 North Riverside, telephone 166, Medford, Ore. This is the place where quality and service are supreme.

This popular laundry is one of the most modern and up-to-date establishments in this section of the country. Their work is guaranteed.

Judge's Medford Greenhouse

Cut Flowers and Plants For All Occasions

This modern greenhouse is located at 1005 East Main, telephone 374, at Medford, Ore. There is no downtown office.

You will quickly recognize this establishment as one of the leading concerns in its kind in this entire section. They fully understand the floriculture business from every angle and have well merited their high standing in the community.

No difference for what occasion you wish your flowers, you will find their service equally good. If you are entertaining and want something artistic and unusual have but to make the request. For floral decorations for weddings or banquets their service is unique. For funerals their designs assure you that their final tribute has been fitting and proper.

You will at all times find a variety of beautiful seasonal flowers, grown from the best stock available. Their prices are always reasonable, due to their large and extensive business. They are bonded members of F. T. D. and wire flowers to any part of the world.

The management is in the hands of far-seeing, public-spirited business men who take a prominent part in the progress of the city. It is altogether fitting in this Industrial Magazine that we give prominent mention to this enterprising and complimentary firm upon their most deserving success.

LOBBY RACKETEERS

Salem is teeming with the professional lobby racketeers getting set for the January legislature. There will be a sales tax lobby, a truck and bus lobby, a utility lobby, a pension lobby, a heating arts lobby, a fisheries lobby, a labor lobby, a farm lobby, and others in large numbers. The uninformed guests wiggle in on the people's doling. Only the laws enacted will show whether or not the elected representatives like to have these grafters throw dice in their presence at the people's state house.—Baker Record Courier.

FULL-DRESS OUT

Word was sent out... this week that a reception would be held for Governor Martin when he took office. There had been elaborate plans made to stage a grand ball in his behalf, but he declined, feeling that a more democratic affair was better fitted to meet the occasion. That sounds good to us. We admire the governor's taste. No doubt there will be many disappointments... but we believe that to the people of the state generally the reception idea will be looked upon with the most favor.—Eastern Oregon Review.

cheaper than they can do it. In this Industrial Magazine we wish to congratulate the people of this community upon having such a reliable and up-to-date establishment among them. We wish also to compliment the management upon their modern and up-to-date service.