

MEDFORD FEDERAL SAVINGS & LOAN ASS'N.

For Safe, Profitable Investment

Located at 126 East Main, telephone 195, Medford, Ore. This concern pays a 1% bonus for installment accounts that mature or do not default once in 60 days. All Savings shares are insured up to \$5,000.00 each by the Federal Savings and Loan Insurance Corporation of Washington, D. C., a government project.

Many people do not understand what a savings and loan association is. A person with \$5, \$10, \$15, or \$25 to set aside each month or a lump sum up to \$750.00 to invest, cannot accumulate a large estate in a day, a month, or a year, but a fixed sum saved each month or a lump sum invested and augmented by a certain percentage...

Year	No. of Investors	Assets
1900	1,455,359	\$571,356,268
1914	2,103,935	1,857,707,000
1927	11,333,281	7,118,562,451
1930		11,333,281

And in 1930, there were around thirteen million investors with over nine billion assets.

Are you looking for a dependable income? If so, turn to Savings and Loans! Money loaned on the American home is safe. Can this be said of all investments? No security can possibly be better than the determination of Mr. Average Citizen to own his home.

The officers of the Medford Federal Savings and Loan Association are progressive, yet conservative and enjoy an enviable record for fair dealings. Old enough to be conservative and new enough to be progressive, the Medford Federal Savings and Loan Association is assuming a very important place in financial matters in Medford and in Southern Oregon.

In this Industrial Magazine we wish to congratulate the people of this country upon having such a worthy institution in such capable hands.

GROCERIA SUPER FOOD MARKETS

For the Best Quality Meats and Groceries

Their store number one is in them not only health protecting, but health giving. Just recently they installed over \$11,000,000 worth of equipment for pre-cooling and storing meats. All their meats are of fine flavor. Their beef is held in cooling storage for 12 days, which allows certain scientific chemical action to take place. This action gives the meat a fine flavor and eliminates certain things that cause super-fatness when people eat too much meat. This new scientific process makes their meats the most healthful to be found anywhere.

That these up-to-date markets have met with the universal approval of the public is evidenced by the large number of people who trade at the Groceria Super Food markets.

These are the places where the highest quality meats at the lowest possible cost. All that is needed is a trial to convince the most exacting.

The public is thus assured of two groceries and markets of the very highest grade right here at home and that merit the commendation and liberal support of everyone.

Come in today and get acquainted and you will enjoy a new satisfaction in buying food.

Young's Beauty Shop

For the Finest Beauty Service

This popular shop, under the personal management of Miss Lillian Pugh and Miss Lydia Young, is located at 24 South Grape, telephone 454, Medford, Ore. They specialize in expert permanent waving and the finest of finger waves.

You not only feel at home in this attractive and refined beauty shop, but the work done here is so satisfactory that once you visit the establishment, your return is assured. You become a regular patron of Young's Beauty Shop. They are adept in all phases of hairdressing, those who desire the best and the latest methods of beauty cultures. They keep in touch with all new developments in this line and you are assured of that personal touch so necessary to successful beauty operations.

After all, beauty is contour. It is symmetry that creates a pleasing femininity in our minds when we see things that are lovely. The management of this establishment has made a close study of types and hair for so long that they each individual type must be met in dressing or marcelling hair. They wave your hair as best suits the contour of your face, your type, and personality or give you the style of hairdress that fits under all circumstances and not where you will find operators better qualified to perform those little touches of feminine attractiveness than at this beauty shop.

Not many communities can boast of such an exceptional metropolitan shop and in this Industrial Magazine we wish to congratulate them on their service and recommend that service to all our readers.

Had successful photographs made in this studio. They seem to be able, here, to catch the gleam of light and life that your friends see and love. In this homelike studio, charmingly natural photographs are produced of yourself, of the baby, mother or any member of the family, makes a lovely gift and is always appreciated.

You must have the children photographed. It is the only way to hold the memories of the baby days and those of early childhood. Let Peasley Studio photograph them regularly. There is no time like the present to begin this important habit. Make an appointment today.

We take pleasure in complimenting this studio in this Industrial Magazine upon their successful methods and recommend them to our readers of this kind.

Unique Cleaners and Dyers

For Quality Dry Cleaning and Dyeing

The Unique Cleaners and Dyers at 20 South Central, telephone 96, Medford, Ore., is an indispensable factor of the latter day business and social life. So well does this modern dry cleaning establishment meet the popular need of cleaning and restoring soiled articles that they have become one of the essential features of the community.

Appearance does make a difference and people who realize this keep their clothes looking the part by having them dry cleaned and restored to their original freshness and style by this reliable company.

Their cleaning will renew your clothes, enliven the color, in fact, keep your clothes looking smart. Here you find the different dry cleaning that makes good dressing economical.

Today the very atmosphere of the studio makes you feel at home. You may merely stroll in as you were making a call on a friend; sit down, forgetting that you are in front of a camera and be photographed gracefully and fashionably. You will find it a very delightful experience to be photographed at the Peasley Studio.

Many people who have thought they did not photograph well have

The Peasley Studio

For the Best in Photography

This popular studio is located at 227 West Sixth, telephone 472, Medford, Ore. They feature the finest quality of portraits at prices ranging from \$3.00 a dozen up.

Do you realize how we have ascended from the old fashioned photograph gallery of stiff unnatural poses to the modern photograph studios of the present

Litrell Parts Co.

Wholesale and Retail Automotive Parts

This firm is located at 317 East Main, telephone 237, Medford, Ore. They also have a branch at 308 South Sixth, telephone 90 at Grants Pass, Ore.

A few years ago, one wishing replacement parts or repairs for an automobile was forced to send to the factory.

Today you have simply to visit the establishment of the Litrell Parts Company or their nearest retail dealer and select the parts you need. This modern parts house may be said to act as a clearing house between the parts manufacturers and the garage man or owners.

The manufacturer may specialize in nothing but axle shafts and gears, another in nothing but bearings, still another in pistons and so on, but in each case they can duplicate exactly the specifications as to material, heat, treatment, etc., thereby furnishing the user with an article equal to that of the car manufacturer.

This progressive automotive company has studied the needs of the automobile owner, and invested the money necessary to carry this enormous stock. They are thereby able to save much time and expense and deliver to you the highest grade material. No matter what part you may need for your car, you will find it at the Litrell Parts Company or their nearest retail dealer, and you will find their service courteous and accommodating at all times.

The management of this progressive establishment take an active interest in the growth and development of the community. In making this Industrial Magazine we wish to commend them for the magnificent work they are doing and the efficiency of their methods.

Medford Sheet Metal Works

Complete Sheet Metal and Furnace Service

This shop is located at 718 N. Central, telephone 411, Medford, Ore. They feature the Wesco and Pacific all cast or all steel furnaces, made in Oregon.

This company is equipped to perform all kinds of sheet metal work—metal skylights, ventilators, ceilings, and metal roofing, either the building of new or repairing of old.

Some of the largest contracts in this country, both of homes and business buildings, have been completed by them. They absolutely guarantee their work to be satisfactory. For complete service in sheet metal work, consult the Medford Sheet Metal Works.

They will cheerfully assist you with your plans, give you estimates or information regarding this class of work. They are efficient, reliable, straightforward merchants who know their trade.

The Pacific and the Wesco furnaces, two of the most popular furnaces of the day, are featured here. If you contemplate installing a new furnace, don't fail to investigate their system. You may be assured of its proper installation by calling the Medford Sheet Metal Works. Their prices are always reasonable.

They employ only skilled workmen who have had years of experience in this work and are progressive institutions upon their capable and efficient business methods and recommend them to our readers of this kind.

McCurdy-Daniels Insurance Agency, Incorporated

Writing Practically All Forms of Insurance

The McCurdy-Daniels Insurance Agency, Inc., in the Medford National Bank building, telephone 123, at Medford, Ore., offers a modern metropolitan insurance service of the highest order. They represent several high-grade insurance companies and are prepared to write any insurance you may wish.

The value of insurance is recognized each year as is shown by the ever-increasing number of policies that are written. People cannot afford to take a chance on their property or life when by paying a small insurance fee or premium, financial loss of property is avoided.

This modern insurance agency renders an indispensable service to the people. They will write policies for you for fire, storm, accident, automobile, liability, crops, plate glass, and various types of life and health insurance. When in need of insurance, call on McCurdy-Daniels Insurance Agency, Inc.

Their adjustments in case of claims have been most satisfactory and quickly accomplished. You will find their service courteous and accommodating. Profit by this kind of service and provide yourself with funds for the rebuilding of your property by insuring it against fire, storms, or other losses.

Drop in and talk things over with the McCurdy-Daniels Insurance Agency, Inc. They have had a wide experience in the insurance business and will be able to give you sound and wholesome advice.

In this Industrial Magazine we take pleasure in complimenting this highly efficient insurance company upon their modern service and successful operations. We unhesitatingly recommend them to our many readers.

Southern Oregon Mechanical Service

Motor Rebuilding—Welding—Machine Work

This shop is located at 29 South Bartlett, telephone 206, Medford, Ore.

No service is of more importance than this modern machine and repair shop. They do high class work at a reasonable charge and have a reputation for timely delivery of all work.

Here repairs are made or new parts furnished, machined and fitted for anything from a sewing machine to a tractor.

The personnel of this shop represents experience, not equalled by any other trade. They understand foundry practice, the heat treating of steel, welding, auto motor repairing, rebuilding and retooling, as well as the operating of the machines to limit of one-thousandth of an inch. Many parts of obsolete machines, whether they are of agricultural machines, road working, wood working, pumping machinery or automobiles, can be repaired.

In making this Industrial Magazine, we desire to congratulate them upon their progressive business methods and refer them to our readers.

REX CAFE

The Best Place to Eat in Medford

This cafe is managed by Mr. and Mrs. Herm. Burgoyne, who exert every effort to see that every patron is pleased.

There is something about the Rex Cafe on East Main street, phone 998, in Medford, Ore., that sets it apart from other eating places and that makes it highly satisfactory. The extreme care and thought that goes into everything; the cooking, serving and arrangement, creates a dining room to be visited regularly.

You'll like the surroundings. They are attractive, and comfortable and quiet. The food is good. It is temptingly delicious, prepared in a most careful manner in a spotless, sanitary kitchen. You must learn for yourself what a pleasure it is to eat at the Rex Cafe.

Merriman's Shop, Inc.

Blacksmith, Spring and Welding Works

This shop is located at 20 South Riverside, telephone 210, Medford, Ore. They render expert service in blacksmithing, auto and truck portable electric and acetylene welding units.

CITY MEAT MARKET

Quality Fresh Meats—Economical Prices

This leading meat market, owned and operated by Mr. Corn DeVore is located on North Central, telephone 324, Medford, Ore. They feature low prices, quality meats, and prompt, courteous service at all times.

At this well-known meat market you are assured of receiving only the freshest and choicest of meats. The retail market itself is kept scrupulously clean and sanitary throughout. All pure food laws are met in a most satisfactory manner.

Here you may secure your favorite cut of beef, veal, pork, or lamb with the added assurance that it is of the highest quality procurable. If you are not familiar with the various cuts and their relative value, they will gladly explain these to you.

The service is prompt and efficient at all times. They are pleasant and courteous, greeting you with a smile and are glad to make suggestions if you are in doubt as to what you desire to purchase.

Send someone for a trial order. If unable to visit their market, one trial will convince you not only of the superior quality of their meats but their unexcelled service as well. In fact, there are four good reasons why you should buy your meats here: namely, fresh meats, variety of cuts, quick service and low prices.

We desire in making this Industrial Magazine to compliment this firm upon the high position they occupy in the community.

Medford Furniture and Hardware Company

Quality Hardware and Furnishings Established 1911

This store is located on North Bartlett, telephone 35, at Medford, Ore. They operate successfully in the belief that quality has no substitute.

Medford Furniture and Hardware Company is an authority on hardware and home furnishings of quality as well as purchases and supplies. When you know you can depend upon it, you will find here their hardware, tools, cutlery, knives of various kinds and the many supplies that go to make up the modern hardware store of the day.

They have one of the most complete stocks of dishes, crockery, china, and glassware in southern Oregon. Their stock of the latest quality cooking utensils, pots, pans, broilers, etc., is as complete as it is choice.

They carry the Marshall-Wells

Dr. J. D. Rickert, Optometrist

That is broken until you have first asked this firm if it can be successfully welded. If they tell you they can make it as good as new by welding it, you can rest assured that they can, and you can depend upon their advice. Motorists, garage men, manufacturers, farmers and people in other lines of business have found by experience that it pays to consult with them about welding. Don't assume for yourself that any broken parts of machinery or household articles cannot be welded, ask them first, because the chances are they can fix it for you at small cost.

In compiling this Industrial Magazine, we know of no firm that is more worthy of the business it receives than Merriman's Shop, Inc., in Medford, and we wish to commend them to our many readers and impress upon them that this firm can weld anything that can be welded.

Don't neglect the children's eyes. Many of us wish we had been correctly fitted with glasses when we were younger. This well-known optometrist has gained an enviable reputation through his correction of errors of refraction of children's eyes.

We are pleased in this Industrial Magazine to commend Dr. J. D. Rickert, Optometrist, upon his well merited success and urge our readers to consult him upon all matters relating to the eyes.

Meridian's Shop, Inc.

Blacksmith, Spring and Welding Works

This shop is located at 20 South Riverside, telephone 210, Medford, Ore. They render expert service in blacksmithing, auto and truck portable electric and acetylene welding units.

Medford Furniture and Hardware Company

Quality Hardware and Furnishings Established 1911

This store is located on North Bartlett, telephone 35, at Medford, Ore. They operate successfully in the belief that quality has no substitute.

Medford Furniture and Hardware Company is an authority on hardware and home furnishings of quality as well as purchases and supplies. When you know you can depend upon it, you will find here their hardware, tools, cutlery, knives of various kinds and the many supplies that go to make up the modern hardware store of the day.

They have one of the most complete stocks of dishes, crockery, china, and glassware in southern Oregon. Their stock of the latest quality cooking utensils, pots, pans, broilers, etc., is as complete as it is choice.

They carry the Marshall-Wells

Dr. J. D. Rickert, Optometrist

That is broken until you have first asked this firm if it can be successfully welded. If they tell you they can make it as good as new by welding it, you can rest assured that they can, and you can depend upon their advice. Motorists, garage men, manufacturers, farmers and people in other lines of business have found by experience that it pays to consult with them about welding. Don't assume for yourself that any broken parts of machinery or household articles cannot be welded, ask them first, because the chances are they can fix it for you at small cost.

In compiling this Industrial Magazine, we know of no firm that is more worthy of the business it receives than Merriman's Shop, Inc., in Medford, and we wish to commend them to our many readers and impress upon them that this firm can weld anything that can be welded.

Don't neglect the children's eyes. Many of us wish we had been correctly fitted with glasses when we were younger. This well-known optometrist has gained an enviable reputation through his correction of errors of refraction of children's eyes.

We are pleased in this Industrial Magazine to commend Dr. J. D. Rickert, Optometrist, upon his well merited success and urge our readers to consult him upon all matters relating to the eyes.