

# INSURE YOUR HEALTH!

## BUTTER IS YOUR CHEAPEST INSURANCE

All Scientists agree that butter supplies in the most economical and palatable form of any food, fats, which are a most necessary substance for health and growth.

WE heartily endorse the plan for advocating the use of Dairy Products. Such a plan will build a bigger and better Jackson County. Truly, this is a splendid chance for us to support Home Products which will pay dividends not only in financial returns, but in Good Health as well.

Let's all boost and build together.

**J.C. PENNEY CO. INC.**  
DEPARTMENT STORE

### BUTTER IS MORE THAN FAT--

### It is A Vital Necessary Food

Dr. Sherman says, "A surplus of Vitamin 'A' in the body actively increases vigor and the ability of the body to resist disease."

Let's Be Healthy

### BUILD UP YOUR COMMUNITY

Use More Dairy Products

Everyone will benefit by the Growth and Prosperity of the Dairy Industry.

Boost Jackson County

THE CALIFORNIA OREGON POWER COMPANY  
"Your Partners in Progress"

For Sixteen Years  
We Have Sold Only  
**MEDFORD BUTTER**

True Thrift Is Built on Value—Not on Price

Use Medford Butter

Personal Attention Prompt Service

Phone **H. E. Marsh** Phone  
252 Grocer 252



### For Your Livestock

You can't be too careful about the feed you buy for poultry and other livestock. Our feeds are guaranteed to supply the greatest possible nutriment for growing stock. Scientific breeding principles are followed in the preparation of all our feeds. Buy here with confidence.

**HONNER FEED STORE**  
227 N. FIR. MEDFORD

### IT ALL COMES BACK TO YOU

The Farmer's Income Goes Back Directly Into The Community.

In dollars and cents, the dairy industry is the largest in the nation, exceeding both the steel industry and the automobile industry. The value of manufactured products based on milk as a raw material exceeds any one of the great industries by over 500 million dollars.

Medford National Bank

### Swiss Creamery

"IT'S THE MILK"

Raw and Pasteurized Sweet Cream — Butter Creamed Cottage Cheese.

Phone 550

## MILK

The Food for Everybody

Are you using the right amount of milk to insure a healthy diet for your family? About one quart of milk for each child and a pint for each grownup each day is desirable.

#### A COMPLETE DIET

Milk is the only food that contains all of the principle elements of a well-balanced diet. It makes bone, muscle and blood, and promotes growth.

#### AN ECONOMICAL FOOD

Scientists have demonstrated that in dollar for dollar, more food value is supplied by milk than by any other food. Plenty of Vitamin A is necessary for robust children and healthy adults. Mother Nature has made milk our best source of it.

"There Is No Substitute for Good Butter and Other Dairy Products"

**SNIDER'S DAIRY & PRODUCE CO.**

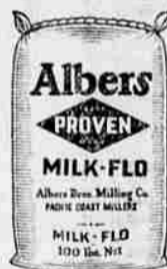
Manufacturers of

Gold Medal Brand Dairy Products

"There is No Substitute for Good Butter"

### MORE GALLONS MORE DOLLARS

USE



For Sale by

Farmers Exchange Co-Operative  
Phone 932

### LET DAIRYMEN SPLIT PROFITS WITH YOU NOW

The dairy industry pays a dollars and cents dividend to every citizen and business in this community. Dairy incomes go directly back into the community, increasing individual profits and lowering the cost of living. Dollar for dollar there is more food value in milk and dairy products than any other food. Get behind the dairyman and increase the dividends that they offer you.

First National Bank

### Bottled Pep To Balance Each Meal

If you lack Pep at 4 o'clock — if you wake up tired — help yourself to Pep and Vigor. Balance each meal with a full glass of milk. The Vitamin A is concentrated in milk and it fills the body with PEP.

"There Is No Substitute for Good Butter and Other Dairy Products"

**GOLD SEAL CREAMERY**

Phone 51