

# WIPE OUT THE DAIRY SURPLUS

## Your Consideration of this Problem Will Mean Protection To General Health and National Security

**W**E 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

The farmer cannot continue to produce dairy foods at a loss, as any such loss has a direct bearing on the production of all other foods that come to your table from the farm. The dairy industry returns to the farmers of this country nearly one-fourth of their agricultural income.

If each person in the United States would consume one more pat of butter a day for one month, or if each member of the rural communities of this country would consume one-half an ounce more of butter a day for the next two months, the surplus would be disposed of.

There is an over production in all foreign countries, hence the only relief is increased consumption at home.

### Boost Dairy Products

*What Helps the Dairy Farmer Will Benefit the Entire Community*

Electric Power has helped the farmer by reducing the manufacturing costs in dairy plants and the production costs on the dairy farm . . .

Increasing the net income of dairymen and their employees.

THE CALIFORNIA OREGON POWER COMPANY  
"Your Partners in Progress"



### USE MORE BUTTER

There is nothing better than good butter, milk and cream.

No Product Can Take the Place Of Good Butter.

Ask for Medford Butter



Personal Attention Prompt Service

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



### Highest Nutritive Value!

Poultry thrives on our quality feeds. Poultry raisers profit by using them above all others. All are rich with vitality-building nutritive value. Chicks grow faster and hens lay more as a result. Yet you pay only the same prices as for inferior feed!

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

### What Is Greater Than Health?

Every person is entitled to all he or she can get out of this life. Health is one thing that can be had cheaply. It isn't the prevention that is expensive—it is the cure.

To use plenty of dairy products is building health and building a great industry for southern Oregon.

Medford National Bank

### Swiss Creamery

"IT'S THE MILK"

RAW AND PASTEURIZED  
SWEET CREAM BUTTER  
COTTAGE CHEESE, BUTTERMILK

Phone 550

## Keep Your Health

### Eat More Butter! Drink More Milk!

All scientists agree that butter supplies in the most economical and palatable form of any food fats, the substance necessary for growth and, above all, for protection against disease.

According to Dr. E. V. McCollum of Johns Hopkins University, "The people who have achieved, who have become large, strong, vigorous people, who are progressive in science and in every activity of human intellect—are the people who have used liberal amounts of milk and its products."

Butter is the most easily digested of any food product. It is not only nearly 100 per cent digestible but it contains certain food factors—vitamin A and D—which are necessary for robust children and healthy adults. Mother nature has made butter its best source.

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

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

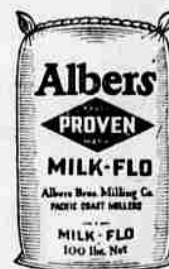
Manufacturers of

**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 dairymen 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