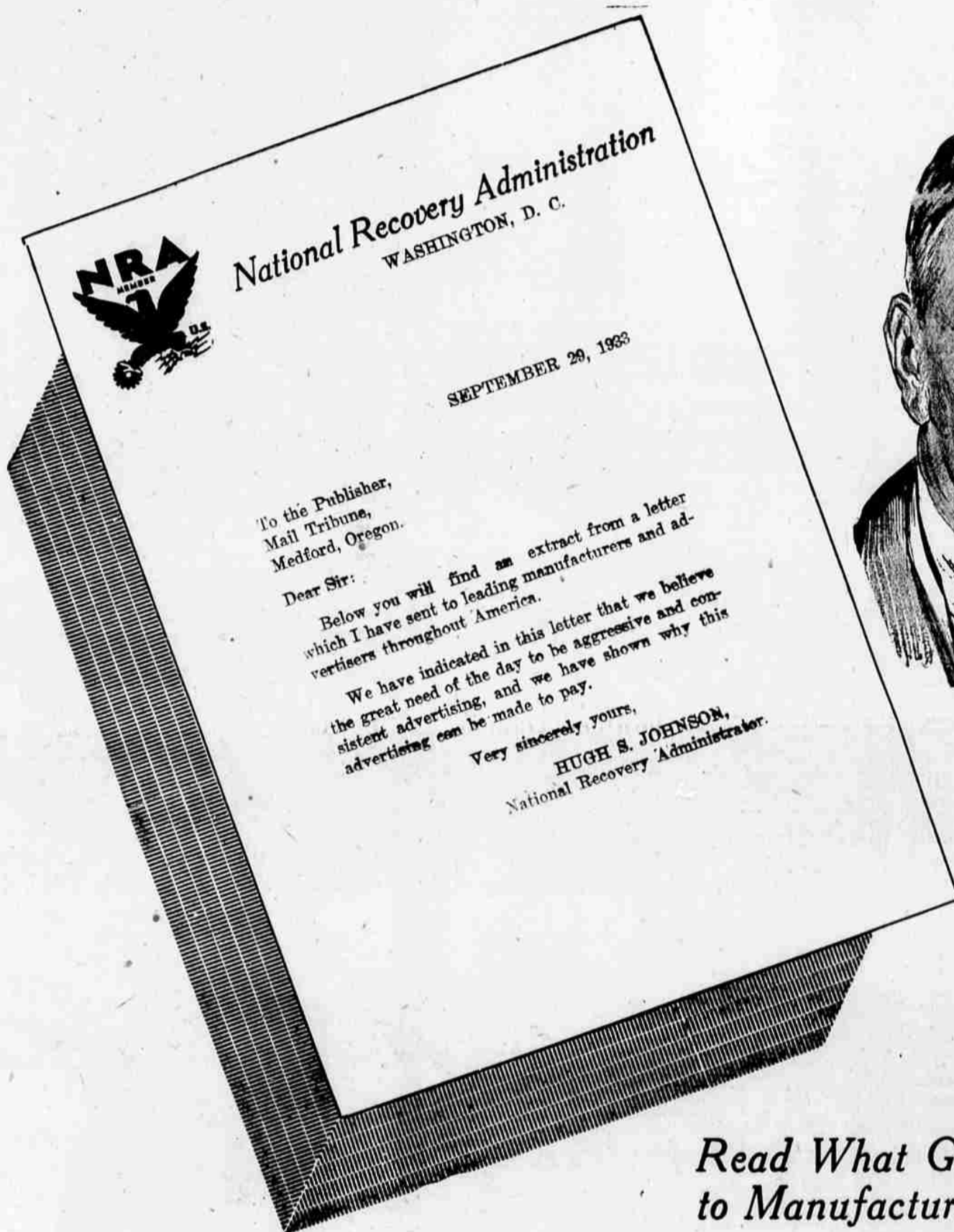


Now Is the Time to Advertise

—Says General Hugh Johnson NRA Director



GENERAL HUGH JOHNSON
National Recovery Administrator

Read What General Johnson Says to Manufacturers and Advertisers—

THERE is no longer any reasonable doubt that the public is beginning to shop again, and to look toward replacements for its worn-out possessions.

American industry must help the public to find the goods it needs.

The modern method is advertising. The American public looks to advertising for news of good merchandise and good values.

There has never been a time when the public was so alert for news, as now. Events have moved so rapidly that people would be completely ignorant of what is going on if they did not closely follow the press.

This tremendous public interest in news can be capitalized by American industry. And the way to do it is to place the news about a good value or a good product side by side with the other news of the world.

These conclusions have been reached as a result of an exhaustive nationwide study of present conditions, and with the generous cooperation of some of the foremost merchandising authorities in the country. I have been able here to give them to you only in their broader aspects.

Very sincerely yours,
HUGH S. JOHNSON,
National Recovery Administrator.

BUY NOW!

*If Everyone Spends
—Everyone Works*

YOU have only to buy—to save! A true statement, in view of the fact that if you buy the things you need, or are going to need, NOW, you will avoid further price advances!

Medford merchants have values RIGHT NOW that may not be equalled in many years to come. . . . Combine patriotism and profit and shop in Medford NOW!

The Mail Tribune Offers Southern Oregon's Greatest Advertising Value