

YESTERDAY • TODAY • TOMORROW!

From a long distinguished past...

DAISYLAND

looks forward to a bright, new future!

It was back in 1904, at the turn of the century, that the Snider Family established a dairy here in Medford and the Rogue River Valley. Those were the "horse and buggy" days... a far cry from today's era of rockets, sputniks and jet air liners. According to all records available in the Oregon State Department of Agriculture, Snider's Dairy is the **OLDEST DAIRY IN OREGON IN CONTINUOUS OPERATION UNDER THE ORIGINAL OWNERSHIP AND MANAGEMENT!**

During the past 53 years, which has seen Medford change from a small community to a bustling metropolis, Snider's have kept abreast with progress. Plant, equipment, fleet of trucks, personnel — all have expanded to keep pace with ever-growing demands for Snider products. Always maintaining the highest of quality, Snider's have made significant developments in the dairy industry, including **FILTERED MILK, PASTEURIZED MILK, MILK IN GLASS CONTAINERS, SANITARY PROTECTIVE BOTTLE CLOSURES, HOMOGENIZATION, VACUUMIZATION, SANITARY PAPER CARTONS.**

Snider's **QUALITY PRODUCTS**, which have become so familiar in the homes of Rogue River Valley, include...

- Homogenized Milk
- Cream-Line Milk
- Half and Half
- Golden Guernsey Milk
- Non-Fat Milk
- Whipping Cream
- Butter and Buttermilk
- Ice Cream

PLUS—an exciting **NEW DAIRY PRODUCT COMING SOON!**



OUR THANKS

TO—

The Community—

for accepting our products and putting its confidence in our ability to serve it with wholesome, sanitary dairy products.

Our Dairy Farm Friends—

for the warm friendship we have shared with them and for their constant effort to improve the quality of milk we help bring to family tables.

Our Competitors—

for their friendly but aggressive competition which has kept us ever mindful of the responsibility of being the best.

Our Employees

past and present, for the part they have played in making our family firm a credit to our community and the industry which we represent.

LITTLE DAISY'S MILK MISSILE

Sniders — A HOME Firm Helping To Build OUR Community!

Large payrolls, taxes for schools and local government, purchases of products and services, community service. We are proud that we are as local as we can be. We're your kind of folks and as near as your telephone.

Award Winning Products!

Down through the years, Snider's Dairy has won many awards for outstanding milk and ice cream products. Most recently, Snider's received the following for 1957 competition in Oregon Dairy Industries: Half & Half, Whipping Cream, Homogenized Milk, Strawberry Ice Cream.

Fast Delivery Service!

A fast, modern fleet covering all of Jackson county with "fresh-from-the-farm" service.

Important Exclusive!

Every drop of Snider's milk is delivered to their plant in modern, stainless steel milk tank trucks. For this extra protective service, Snider's are happy to pay a premium price to their farm producers.



Bottlers of Your Favorite Soft Beverages—

The Snider family has also been engaged in the soft drink industry for 37 years. In 1936, Snider's became one of the original Pepsi-Cola bottlers in the United States. Today, operating as the Pepsi-Cola Bottling Co. of Medford at 1209 Court street in Medford, this firm supplies Pepsi-Cola and Canada Dry products to a population area of over 100,000.

Snider's — The Milk that Southern Oregon Grew Up On!

