

DR. C. E. KUNZ

DENTIST

Located in the Holly Bldg. in Medford—phone 68.

He offers the people of this section the best in dentistry. Has established a policy of satisfaction to all. Special attention given to extractions.

Science has made great advance in the past few years. Great brains are constantly striving to improve health conditions of the human race. All branches of medical profession have been affected and many of the old ideas concerning health have been proven false.

This advance has been applied particularly to the modern dentist and the modern dentist must be a person of advanced ideas and thinking.

the latest and test-proven methods for the benefit of his large clientele.

Many common diseases have been traced directly to defective teeth, and it is the duty of every person to guard his health as well as that of his family and friends, by having these defects removed.

In this edition it gives us pleasure to refer all readers to this office they will receive the best professional services at this well known office and we urge them to remember him when in need of dental work.

Dr. C. E. Kunz is a very highly respected and valued citizen and the business is a real asset to the community.

THE BUCKINGHAM CREST

CONFECTIONERY

Nicely located at 18 St. Central st. in Medford.

This is one of the concerns of the city where first class service is rendered the public.

The excellent and courteous treatment their efficient clerks are giving the people is winning for them a large patronage of which they may well be proud.

The concern is under very efficient management and is very courteous and friendly.

They are among the livewire business people and the place truly gives the town a metropolitan air.

Twelve months out of the year this well known establishment is one of the popular social centers of the community where the best of ice cream, candy, confectionery service is to be had.

patrons also insist on having their superior ice cream for serving in the home. They carry a most complete line of the best candy, offer a service that is both complete and satisfactory.

All of the latest soda fountain dainties and candies make their first appearance here and it is no exaggeration to say that this popular establishment surpasses many in the much larger cities both in service and popularity.

When the people who handle important articles of food and the place in which they are handled are as described above, it is safe to wager that what they have to offer their customers is the best that money can buy.

People from this community and surrounding territory will find this a delightful place to eat when on business or shopping.

Having gained a reputation for its good business methods, satisfactory service and the best of wholesome foods, the management finds all goods in great demand, and as a consequence the business is growing rapidly.

MEDFORD FRUIT CO.

In the Medford Warehouse on Front and 9th sts. in Medford.

This is a fruit business that has built a reputation far and wide for the highest quality at the most reasonable prices and a service that is both complete and satisfactory.

As the general purpose of this edition is to give both the local and outside world an adequate idea of our progress and the general excellence of our various products we deem it quite appropriate to devote this space to this well known firm.

The men who originated this enterprise obtained a liberal education in the school of experience and supplemented this with a keen insight into the markets of the world and

with this desirable foundation they equipped themselves to render an unexcelled service in fruit.

This concern operates a modern business that has built a reputation far and wide for the highest quality at the most reasonable prices, and a service that is both complete and satisfactory. One of the reliable, progressive and up-to-date firms of the country.

The active operations of the concern are in the hands and under the direction of men who are so well known that any further remarks are unnecessary, but we cannot refrain from stating that this enterprise is fortunate in having as active head men so thoroughly familiar with the de-

tails of this business and with executive ability and familiarity with business conditions have kept prices thoroughly abreast of the market.

It is such firms as this one that make a city prosperous and worth while.

Through their honest and straightforward dealings with the public they have made friends for a company and they have always had an active interest in the affairs of employees, and a commendable interest in their fellowmen, realizing a concern located in a community that is not progressive will wither die because of its environment.

This is without question one of the most important and most valuable companies.

Sniders Dairy & Produce Co.

At 28 N. Bartlett st. in Medford. Sniders famous ice cream is known as the very best obtainable in this section of the country for its delicious flavor.

This up-to-date concern is a very prominent institution which has aided in the upbuilding of the community and renders a valued and an essential service in the furnishing of their products.

Popularity with the producer is evidenced by the large number of farmers selling their milk and cream to this well known concern, as it is a well known fact they pay the top of the market at all times.

Commendable publicity and valuable advertising is given our community by this progressive firm, far and wide. Their operations are of a most extensive nature and add to the commercial efficiency and attractiveness of the community as headquarters for quality products.

Why should not this company be able to produce as good, if not better dairy products than any other company.

Their supply of cream comes from the healthiest and best fed cows in this particularly advantageous section. The plant is positively as sanitary as long experience and the expenditure of much money can make it, and it is in the hands of men who are thoroughly conversant with every feature of the business.

There is no reason why they should not occupy a prominent place in the better class of dairy markets and the above are some of the reasons why their brands are more and more popular with particular buyers, and why this concern is prospering far beyond even the promotional expectations.

In making this review we are glad to compliment the growing business the concern is conducting and to say that this firm will greatly aid in the development of this section of the state.

OFFUTT'S GARAGE

At 404 E. Fourth st. in Medford—phone 119.

Features high grade general machine work and specializes in re-grinding of cylinders and bearing re-babbiting for their many friends.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well-known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness the increase in the number of its patrons.

By close, microscopic examination has been found that grinding of cylinders is far better than reaming. What is cylinder grinding? It is a highly perfected method of making cylinders round. Re-grinding cylinders has a desirable effect on the power in that it restores the motor to its normal condition.

than new ones, not just as good. The leading auto, tractor and commercial car manufacturers of this country and Europe use the process.

To prevent loss of power, to have gasoline economy and a quiet humming motor is the aim and desire of every owner of a car. The engine is the heart of the automobile and when it gets out of trim it requires work of a specialist.

This firm has able automotive engineers with ears and eyes trained to detect all knocks and causes of trouble.

Motor engineers are employed here who understand all types of motors from the simple one cylinder stationary engine to the four-cylinder, the six, eight and twelve, and no matter what kind of motor you have you will find that when it goes out of this shop it will be sparking on all cylinders.

In making this review we are glad to compliment them upon the position they occupy in the life of the country and refer their service to our readers.

Medford Flower Shop

At 33 N. Central st. in Medford—phone 1515.

This very modern establishment enjoys a very large patronage from the surrounding country, featuring a comprehensive service in floral emblems; one of the most prominent houses in this line in this section and one that merits the custom received from all surrounding territory.

In the complexity of modern society there is no one business that has come into more prominence in the past few years than the floral house. In this community there is no florist who enjoys a wider reputation as offering the public the most complete service than this well known florist.

For centuries flowers have been symbolic of the more delicate phases of human nature and the recent development of the flower as a token of esteem and remembrance has placed it in the front rank for all the social and joyful occasions. Its varied uses have made the modern florist a deep student of social etiquette and there is no one

more versed in this phase of business than the management of this firm. Place your orders either in person, by phone or letter and they will see that your card arrives at the right time.

As a designer of floral arrangements for all of the occasions, this establishment has attained great fame as being artists of more than ordinary ability.

Their heart and soul beat in unison with the work and as a consequence their designs are distinguished for their very appropriate appearance.

Every modern facility for the proper care and preservation of the flowers until they reach their destination has been provided and they will remain fresh long after arrival as they provide them just as they are coming into bloom.

In making this review of the onward progress of this section of the state we deem it proper that prominent mention be given to the Medford Flower Shop.

METROPOLITAN LIFE INSURANCE CO.

Located at 293 Liberty Bldg. in Medford. See Carl E. Grant, district manager for any information concerning life insurance.

This company, being operated by insurance experts, enjoys a large and increasing patronage in the community. The universal success of this company is due mostly to the fact that it appreciates a large volume of business. Since their inception they have always been at the service of patrons and at all times ready and willing to give information desired and assuring all people that there was no obligation. The by-words of its progress have been courtesy and accommodation as their hundreds of clients will testify has ever increased their patronage.

Life insurance offers the advantages of protection, but also usually meets the requirements of some future day. It is a business investment, a worthwhile way to save your money. You can easily pay for a

child's college education by carrying a policy on them for the amount of the educational cost. In this way the cost is strung over a period of years. Most business men carry insurance and if in debt (to the amount of their obligations) go in case of death their loved ones have no debts hanging over their heads. Every man should also protect his loved ones in like manner and more especially if in debt. When the man, the head of the family, is taken away he cannot be replaced, but insurance will leave an income for the family.

Not long ago some statistics on estates were taken and it was found that in money left after death by Americans, 87 per cent came from insurance and only 13 per cent from other sources. There is no question but what this is the day and age when insurance is the essential necessity of every individual.

This insurance company has a fine record of service to the people. Have proven through satisfactory service your patronage has been well merited. Insure today that your loved ones will be provided for—tomorrow is usually too late.

EVER SHADY AUTO PARK

They have recently opened their nine pump super service station in connection with the Auto Park where they sell every brand of gasoline that is sold in the valley. Many of their cabins are equipped with running water and toilet. This is truly a fine place to stop. They will appreciate your patronage here. Well named and well located, 3 miles south of Medford on Pacific Highway.

This camp, because of the service rendered, is growing in popularity all the time. It is thoroughly equipped and up-to-date in every way, and is operated at reasonable rates.

There is no greater necessity than the modern tourist camp. With the ever-increasing number of travelers who, because of business or pleasure, are forced to live away from home, the modern camp proprietor realizes more and more the importance of comfortable, convenient tourist cottages.

Every community that can boast of such a place as this one is sure of much recognition over the surrounding country.

We are glad to refer our readers to this well known and modern place and we point to it as a modern, up-to-date camp that is increasing in

popularity all the time. All the stages are comfortably furnished, ventilated and sanitary.

Traveling men as well as those are being extended a welcome and to make this auto court headquarters in town. Here they will find a haven of rest where they will be made to feel at home.

The rates of this camp are reasonable, and the service is near perfect as it is possible to make. We are pleased to announce the Ever Shady Auto Park in our annual business view of this section of the state.

CHET LEONARDS SUPER SERVICE

McCLAREN TIRES AND REPAIRS

They meet any competition of chain stores in price and quality of tires at 401 N. Riverside in Medford—phone 1294.

This service station handles good gasoline, oils and tires. Their excellent line has been tested and found to be the very best on the market to-day, in fact just a little better than what you thought was the very best. The great satisfaction that they are giving is winning new customers all the time.

They feature excellent products which have attained an enviable reputation as being among the highest test gasoline and oil of the day. It makes no difference whether it is for the passenger car, truck or tractor you will find they have fuel that

will suit your needs. They have made a study of this feature of the trade and especially of the kinds of oil demanded for this climate. If you get advice from them you will never have any trouble with any part of your car.

Expert crank case service is a feature at this station. All you have to do is to drive in and they will change the oil in your engine. This service is a great accommodation to motorists and aids in keeping the engines in fine condition.

They offer an excellent service in rolling cars and if you happen to be going to town to shop you can get the car greased while you are attending to your affairs.

They are very accommodating and

when you need gasoline or oil happen to be caught on the highway without gas just call them on the phone and they will see that you have rapid service.

They are authorities on the and tours of this section of the state and are ready to give any information desired as to routes and other details of travel, can route people so they will be the least trouble.

The great growth of the business is a tribute to the ability of management. Their tires continually growing in popularity because of their reliability.

In this review we are pleased to compliment this well known service upon the service they are rendering the people of this section.

K. D. ROSS CO.

PAINT

Located at 22 S. Grape st. in Medford—phone 640. They are dealers in high grade paints and varnishes.

Under the able direction of a management that will cheerfully give you information pertaining to the latest ideas for interior and exterior decorating.

"Save the surface and you save all" is a precept which no one should ignore. The deterioration of property in value is very rapid, and the rewards of preserving and beautifying it with paint and varnish are great. But be prudent in your choice of the paint and varnish you use. Do not choose blindly, because you endanger the money you invest in labor and materials, and also risk an

unsatisfactory result.

The management and clerks at this paint and varnish store have made a scientific study of the business and will intelligently explain to you that each surface, indoor and out, requires its own type of paint. The same is true of varnishes, stains and enamels. Their expert knowledge and authoritative recommendation will save you money and also protect you from using the wrong materials.

If you are planning to decorate the home, we suggest that you immediately pay a visit to this establishment. This firm will help you plan distinctive tints and color treatments without charge. We also

highly recommend these paint and varnish stores for industrial use, they embody those qualities which only the product of master craftsmen can give.

The next time you are in Medford drop into this store and see for yourself the many interesting things that are to be had. This is a complete service department.

We wish to compliment this well known business upon the position this occupies in the life of this section through the supply of high grade paints and varnishes which will beautify many homes and increase the value of your property to a great degree.

PARK LANDSCAPE CO.

At 806 N. Riverside st. in Medford—phone 426.

This well known concern is in a position to give the prospective purchaser a wide variety of specimens to select from. Everything is guaranteed true to name and up-to-date. Many varieties of ornamental and shade trees, flowering shrubbery and evergreen. Flowers grown right, dug right, sold right. These are kept in a healthy condition so that when they arrive at the place for planting they are in excellent condition and will grow rapidly.

The nursery business, requires considerable capital as well as a wide range of ability and experience. They specialize on city forestry work

which includes the proper trees to plant along the proper trees to streets, proper spacing and the care of such improvements of all kinds for the home which makes it look more like home. They are very wide readers of the latest authorities as well as being practical and reliable producers. They understand the scientific parts of trees and plants being thoroughly conversant with all conditions of the soil. Based on their knowledge of plant life and their industry in the cause of their business today.

When it comes to purchase of this class of goods, this establishment should be consulted and we advise all our readers to consider very carefully before ordering from any

one else. They are right in their reputation as neighborhood and all they sell, if you get what you ordered. It is one of the places where real fresh stock can be purchased in the state and you will find it to be very courteous most willing to give any information that you desire.

With the dawn of the new era of scientific gardening with the growth of the Republic and luxury in the Republic comes the desire and admiration for properly landscaped estates. It is under these conditions that we predict for them a future with real promise.

LIBERTY MARKET

MODEL BAKERY—ALEXANDER GROCERY

Well located at 203 W. Main st. in Medford.

This market is headquarters for people from all surrounding territory for meats, groceries, bakery products—feature everything the best, have the latest refrigerating system and the place is kept in a very sanitary manner—their products are better.

The grocery department of this store is a feature of the home life of this part of the state as food and specialties can be secured here that are in the very best of condition and the housewives have found them of the best quality.

The meat department is equipped with the latest of scientific refrigerating devices and thus are prepared for the proper handling of all provisions so that when they arrive at your place they are in the very best of condition.

"Quality, courtesy and service" are the watchwords of the establishment

and no matter what you may desire you will find whether you go in person or call over the telephone that you will receive a courteous and intelligent answer to any question you may ask.

They will gladly at this market make tasty suggestions for you so that your menu will be changed each day and thus your cooking will receive that well merited praise that is due the intelligent housewife.

In making this review of the business of this section and noting the spirit of the times we see that the management of this store is in strict accord with the trend of the day and we wish to compliment them upon the commanding position occupied in the business world and to suggest to our readers that they will find a visit to this store met with success and that life will be one unbroken chain of pleasant dinners if selections are made from their excellent stock.

SERVICE STORE

GROCERY

At 132 W. Main st. in Medford—phone 109.

They invite the people of this section to make the store their headquarters while in town. This store has one of the very finest lines of groceries to be found anywhere in this part of the state. They bend every effort to satisfy their customer's needs. They have the store very well arranged for the rapid handling of goods, thus assuring you of prompt service and their customers always find their groceries and specialties in first class condition.

This fine store employs clerks each of whom is a genius in doing and saying the accommodating thing to their customer. It is the rule and principle of their business to do more for their customers than simply sell them groceries and their customers appreciate this almost as

much as they do the high quality provisions. They are making special inducements to out of town customers and they handle a full and complete line of goods. The stock of canned goods are always the best brands and are always kept fresh.

Being large dealers they purchase the stock in such large quantities that they are able to undersell many similar concerns, and their customers reap the benefit of their increased buying power.

The management is popular and has won the admiration and friendship of the entire community and in this review we feel justified in saying that this is one of the most progressive concerns of its kind in the territory, and we are not alone in this assertion, for their many customers who have patronized them have nothing but compliments and praise for them.

Dr. Frank Roberts

DENTISTRY

PHONE 430 J

308 MEDFORD BLDG.

MEDFORD, OREGON