

To Visitors to The DIAMOND JUBILEE

WELCOME

Why Not Consider Building Your Home in Medford?

WE HAVE—
the highest class of people
the best climate
the best water supply
Unlimited natural resources
highest grade utility services

All the necessary surrounding conditions to make the ideal home

When in Medford Come and See Us

Medford Lumber Co.

See Us For All Your Building Requirements

Pioneer Merchants Build Community

The Merchants and Business Men featured in this edition are some of the old timers in our state. They have worked hand in hand with the people making the great changes that have taken place in the past 75 years. To tell the complete story of some of these men would take more space than we could possibly put in this edition. Enough to say that they have been tireless in their work for the good of the community. Adjusting and expanding their business to meet the demands of their trade. Keeping large stocks of quality merchandise on hand at all times, that we might obtain them easily for our pleasures and needs. These firms have proved themselves so reliable, that when we purchase an article

from these stores we know it is the best we can get for the purchase price. This service is one that should be appreciated by all.

In fact we think the people as a whole should give a vote of thanks to the pioneer Merchants and Business Men who have made possible the many conveniences we have at our command today. Read about these firms in these columns. Read their advertisements. Then stop and read between the lines. Think of the work and hardship it has taken them to reach their present positions, then, when you go to buy from these stores, perhaps you will appreciate the effort it has taken on the part of these men to serve you so promptly with almost any thing you may desire in this World Today.

TWENTY FIVE YEARS

Dependable Bldg. Advice

LOW PRICES
QUALITY MERCHANDISE

BIG PINES LUMBER CO.

Phone 1 Medford



Medford Ice & Storage Company, Inc.

We Extend A Welcome

To All The People

Who Come

To The

Diamond Jubilee

LET US

Help You to Keep Cool

YOUR ICE MAN SINCE 1907
South Fir St.

Medford Ice & Storage Co.

The Medford Ice and Storage Company Inc. is one of the pioneer business concerns of the valley. Incorporated 1907 and, being in business in the same location up to the present day, this Company is a standing monument to the stability of the city of Medford. Mr. G. F. Butler, president of the company, as born 80 years ago on the old Butler land grant near where the Owen Oregon mill now stands. He is one of the pioneer business men of this valley. The company is equipped with the latest modern machinery. They do the car icing for all the famous Rogue River fruits, which are shipped all over the world. They also deliver ice daily to Medford and surrounding territories. This renders a service to the community which should be appreciated by all.

Medford Furniture & Hardware Co.

The Medford Furniture and Hardware Co. was incorporated March 10, 1904 as The Medford Furniture Co. In 1911 they consolidated with the Nicholson Hardware Co. and made the Medford Furniture & Hardware Co. which has continued under that name to the present time. They built the Medford Building in 1911 but were compelled, by the depression that year, to sell that building. They built where they are now located soon after and have been there ever since.

Lawrence, the Jeweler

Since 1908, Mr. Lawrence has conducted a jewelry store in Medford. Owing to the high quality of the jewelry and to the high standard of service he has set for himself, Mr. Lawrence has come down thru the years to be one of our outstanding jewelers of the present day and the only one left of the jewelers who were in business in 1908.

Fick Hardware Co.

Mr. Fick of the Fick Hardware Co. is one of the real pioneers of our valley. Born in Eagle Pt. in 1878, Mr. Fick has been a tireless worker in the progress our valley has made since that time. Mr. Fick entered the Hardware business in Jacksonville in 1909 and conducted his business there until Jan. 1, 1932, when, with the growing demand for his merchandise, he decided to move to Medford. Lately he has taken over the agency for the Maytag washing machine in connection with his general hardware business.

Gates Auto Co.

When the people of this part of Oregon think of motor cars, they immediately think of C. E. (Pop) Gates one of the real pioneer car dealers in the west. When starting in the automobile business 22 yrs. and 4 months ago, Mr. Gates used rare judgment in affiliating himself with the Ford Motor Car Company. Mr. Gates' judgment has been justified by the fact that he is one of the few men left in the business today who were in the game 22 yrs. ago.

Mr. Gates is a highly respected man in Medford having served his community in many ways. The people of our valley know Mr. Gates to be a man as sturdy and reliable as the car he sells.

Woods Lumber Co.

The Woods Lumber Co. has been in business in Medford for over 40 years. Always under the same management, it is the oldest lumber yard in Medford. Always keeping the details and policies of the Company under his personal supervision, Mr. Wood's has built up a high quality of materials for the home builders of our county. Woods Lumber Co. is also agents for Fuller's Paints, which is a pioneer Oregon company, being established in this State in 1849.

Medford Lumber Co.

Medford Lumber Co. is one of the old timers in the lumber industry. Established in its present location in 1909 by Mr. J. H. Cooey it has been under the same management ever since. The Medford Lumber Co. is a well conducted business with courteous treatment to all and prompt delivery of all orders. They handle all grades of lumber and are able to figure with you on any building requirements.

Medford National Bank

The Medford National Bank is the oldest Bank in Medford, being established in the 90's. This bank maintains a conservative policy in all its affairs. It has been a large factor in the progress we have made since pioneer times. A good place to keep your money.

Hubbard Bros. Inc.

Hubbard Bros. Inc. is the oldest store in Medford. The business was established in the spring of 1884 by F. Hubbard, Sr. It was taken over in the early 90's by F. Hubbard, Jr. and A. C. Hubbard and was run under the name of Hubbard Bros. F. Hubbard, Jr. retired in 1926. In 1929 A. C. Hubbard and two sons incorporated the business under the name Hubbard Bros. Inc. and it is still operated under that name.

Hubbard Bros. have kept abreast of the times by keeping a large stock of the highest quality hardware and farm machinery and they occupy an enviable position in the hardware field today.

Sniders

MILK DEALERS

Since

1903

28 No. Bartlett. Tel. 203



MODEL 15 - A moderate priced washer that has a large size tub of platinum gray porcelain-on-steel, the same material as the most expensive washers of other makes. The heavy rust-proof gray iron wringer has ballon size soft rolls. Auto-type shift lever to start and stop washing action while motor is running, and many other features exclusively Maytag. Though it is a moderate priced washer, the Model 15 is a high grade washer in every respect... with quality you can see and extra quality you can't see in the hidden working parts.

\$69.50

Fick Hardware Co.
Sales & Service

Ascot Gasoline

"The Superior Cheap Gas"

AVAILABLE AT THE FOLLOWING INDEPENDENT SERVICE STATIONS:

- Nip & Sip Service - - - Central Point
- Owl Service Station - - - - - Medford
- Camp Withus - - - - - Medford
- Sunrise Super Service - - - - - Medford
- Ever Shady Auto Park - - - - - Medford
- Talent Service Station - - - - - Talent
- Junction Super Service - Klamath Junction

FORD V-8

The best car we have ever sold in the 22 years, 4 months

WATCH THE FORDS GO BY

One of the oldest automobile dealers on the Pacific Coast

C. E. Gates Auto Co.

Medford, Oregon



ELECTRICITY

IS THE PERFECT SERVANT

It has taken thousands of years of progress to make possible the present day use of the most perfect servant civilization has ever known. However electricity, even in its present perfection, is still only in the pioneer stages in so far as its usefulness to mankind is concerned. This company will make every effort to continue as partners in the progress of this great country.



THE CALIFORNIA OREGON POWER COMPANY

Be sure to Attend Oregon's Diamond Jubilee Celebration, Medford, Oregon, June 3-9.

Here is The Place to Buy--

- Frosteria Glassware
- Electrical Appliances
- Weavever Aluminum
- Chip-proof Enamelware
- Dinnerware—38 Different Patterns
- Kitchen Appliances
- Fishing Tackle
- Builders' Hardware
- Atkins' Saws
- Zenith Tools

Do Not Fail to See Our Paint Specials

Medford Furniture & Hardware Company

6th & Bartlett Medford



You Can't Buy

a finer exterior "house paint" than

Fuller Pure Prepared

It lasts—made by the West's largest and oldest paint manufacturers.

AN OREGON PRODUCT SOLD BY THE PIONEER LUMBER COMPANY OF SOUTHERN OREGON

The all-purpose "house" paint

Woods Lumber Co.

East Jackson at Genesee St.

Phone 108



Special For

Diamond Jubilee

CRATER LAKE STERLING SILVER SPOONS

at

Lawrence's

QUALITY JEWELRY ONLY since 1908 101 West Main

Timber Products Company

Phone 7 Medford End No. Central Ave.

LUMBER

Building Materials

So. Oregon's Newest, Most Complete Stock