

Oregon Recreation Resources Charted By OSC Geographer

Oregon State College—Recreation resources of Oregon and the Pacific Northwest are being charted in detail by an Oregon State college geographer for publication as a service to the state and region.

While a series of road maps and folders outlining fun-spots in Oregon are available, the new study of O. H. Heintzelman, assistant professor of geography, will be considerably more complete and detailed. An overall outline of recreation facilities in the Northwest, including developments made by federal, state and county agencies, is now in the final stages of preparation. It will be published early next year as part of the Atlas of the Pacific Northwest Resources being compiled by the OSC department of natural resources.

The second phase of Heintzelman's study will deal entirely with Oregon. It will include maps and descriptions of all recreation areas including camp sites, parks, roads and trails. It will be finished by early 1953.

FOREIGN MOTORS

British Car Center
Sales & Service
Hillman Minx—Sunbeam Talbot
Humber—Rover—Jaguar
M. G. Sports
211 N. Bartlett Phone 2-2588

Sam's Sporting Goods

Equipment for Every Sport
32 So. Central

HEADQUARTERS

for
Joan Marie
Sweaters

The Best is not
Expensive!
34 N. Bartlett
Medford



S-W Floor Cover Shop

FLOORCOVERING EXPERTS
FREE ESTIMATES
709 S. Riverside—Phone 2-7376
Medford, Oregon

Tic-Toc Time Shop

Complete Watch & Clock Repair
Service—Reasonable Prices—Ask
Your Neighbor.
All Work Guaranteed
11 S. Riverside Phone 3-2986
3 Doors So. of Walcott's
Mal Olsen

Crain & Mohr HARDWARE CO.

Home of The
Crosley Shelvadors
225 E. 6th Phone 3-1851

Dial 2-6262
YELLOW CABS
Dial 2-2121
ANYTIME—ANYWHERE
105 E. 8th Street

STEVENS

Kaiser-Frazer, Inc.
KAISER—FRAZER—HENRY J
505 N. Central Phone 3-3655
Medford

Priced Right! Sold Right!
Selby Motor Co.
"See Selby Last"
To Buy, Sell or Trade Used Cars
621 S. Riverside Phone 3-2987
Medford

FOR FAST ACTION—

Consign Your Cars, Trailers,
Farm Machinery to:
Wilson's Exchange
AT PHOENIX
Phone 3-2796

FOURTH STREET
REPAIR SHOP, Inc.
Mercury & Champion Outboard
Motors & Boats
Distributor Disston Power Saws
Parts & Repairs
322 E. 4th Phone 2-4892
Medford

COATS'
SHOE REPAIRING &
USED CLOTHING
New Work Clothes
27 South Front Street

Where To Find And Buy It In

MEDFORD

A BUSINESS AND PROFESSIONAL GUIDE TO FRIENDLY MEDFORD FIRMS WHO SUGGEST YOU PATRONIZE YOUR HOME MERCHANT FIRST... BUT STAND READY AND WILLING TO SERVE YOU IN AN EFFICIENT MANNER WHEN THESE SERVICES ARE NOT AVAILABLE IN YOUR HOME COMMUNITY.

KIRBY CO.

Sales - New & Rebuilt - Service
Guaranteed Parts & Repair on
All Type Vacuum Cleaners
Free Pick-up & Delivery
410 E. Main Phone 2-8821



PAINT WITH
Treasure Tones
BURGESS
PAINT & WALLPAPER STORE
Diagonally Across From
Post Office
Wallpaper Headquarters
6th & Holly Phone 2-9321

"SAY IT WITH OURS"

Leonards Flowers

Phone 2-9687 235 No. Bartlett

CLAUSS MOTORS

Nash

SALES — SERVICE
5th & Bartlett Phone 2-6185

WALT'S
RADIO & ELECTRIC
All Admiral & Dexter
Appliances
Repairs on All Radios
& Appliances
409 E. Main St. Phone 2-2269

ADRIENNE'S
Where You Pay The
Same & Dress Better.
Distinctive Individual
Apparel
214 E. Main St.
Phone 2-7169

BOWLING

For real fun and recreation
Come to the
MEDFORD BOWLING LANES
415 E. Main Phone 2-2892

PADGHAM

Glass & Millwork Co.
1303-1319 Court St.
Phone 2-4750

Thomas J. Hight Realtor

General Insurance
Mortgage Loans
221 No. Central

BOWMAN'S House of Beauty

A Complete Beauty Service
227 So. Central Phone 2-2186

ROGUE VALLEY BALLROOM

Top Name Modern Bands—Top
Name Western Bands—Dance
every Sat. Night with Rogue
Valley Boys.
Skating Wed. & Fri. Nights
1801 S. Pac. Hwy—Phone 2-9604

The Perl Funeral Home

44 Years Continuous Service
Corner 6th & Oakdale
Phone 2-8575 Medford

Jorgensen's
1723 N. Riverside
Phone 2-7191

SIMS CYCLE & HOBBY SHOP

Hobbies For All Ages
SCHWINN BICYCLE HEADQUARTERS
GYM DANDY SWING SETS
23 North Fir Phone 2-2472

Gambles
WESTERN AUTO
SUPPLY CO.
Complete Line Auto Supplies
Crest Tires
Coronado Appliances
Coronado Radios
Haddon Hall Furniture
101 S. Riverside Phone 2-6882

Complete Line Auto Supplies
Crest Tires
Coronado Appliances
Coronado Radios
Haddon Hall Furniture
101 S. Riverside Phone 2-6882

Kinship
MEMORIALS
from the
FAMOUS RAINBOW LINE
THE OREGON GRANITE CO.
4th at Front Phone 2-2214

LARRY SCHADE

"Your Favorite Jeweler
Since 1918"
9 S. Central Ave. - Phone 2-9392

ALAN JEWETT'S Business Machines

Sales & Service
Remington Rand—Dictaphone
16 So. Bartlett Phone 3-3133

Dr. Robert J. Urie OPTOMETRIST

Formerly Monahan & Wiggins
Hours 9 to 5:30 including Sat.
28 So. Central Phone 2-5504

Santos Agate Shop

Pearls Restring, Jewelry
Repairing
Agate & Myrtle Wood Gifts
We buy Placer & Old Gold
Agate Cutters' Supplies
411 East Main St.

Your Friendly
SHOPPING
CENTER
Service With
A Smile



O. K. RUBBER WELDERS

COMPLPETE
TIRE SERVICE
No. Riverside at the "Y"
Phone 2-5868

Typewriters & Adding Machines to Rent

Distributors for
Underwood Typewriters and
Sundstrand Adding Machines
MEDFORD OFFICE EQUIP. CO.
41 S. Grape Phone 2-4100

PFAFF Sewing Machines

FOR
OVER
19 YEARS
SEWING MACHINE CENTER
123 W. Main Phone 2-2398
Medford

DAIRY PRODUCTS

QUALITY DAIRY PRODUCTS
Butter—Milk—Ice Cream
1723 N. Riverside Phone 2-7191

Medford GUN SHOP

New & Used Guns
Scopes—Mounts—Sights
Reloading Supplies
1517 N. Riverside

VALLEY EQUIPMENT CO.

Oliver-Massey Harris Tractors
and Farm Machinery
Cornell Pumps
Aluminum & Steel Pipe
Sprinkling Systems
1 1/2 Mile So. of Medford
Phone 2-9441

BARNARD'S FLOOR COVERING SPECIALISTS

317 East Main St.
Phone 2-5487 &
Phone 3-3693

THE TOY HOUSE

Southern Oregon's Distinctive
TOY SHOP
28 So. Bartlett Phone 2-5880

CHapel MORTUARY

Frank Morgan and
Harold Snodgrass
Funeral Directors
1 King Medford 2-8030
If no answer call Medford 2-8694
Or Medford 2-8204

R.A. Holmes
INSURANCE
AGENCY
SINCE 1909
116 South Central
Medford, Oregon

CAL-ORE. MACHINERY CO.

Mill & Logging Supplies
Wisconsin Engines
344 S. Central Phone 2-6155

EBY'S BOOK & BIBLE HOUSE

Books & Bibles—Sacred Records
and Music—Sunday School and
Church Supplies—Gifts with a
Spiritual Significance.
230 So. Central Phone 2-5830

Wilson's CAMERA SHOP

Custom Photo Finishing
We Buy—Sell—Trade
New and Used Cameras
229 East Main Phone 2-9036

Art Center

HAL E. BISHOP
PICTURE FRAMING
Art & Hobby Supplies
404 E. Main Phone 2-4123

Swem's BOOK & GIFT SHOP

217 EAST MAIN MEDFORD, OREGON

the patio

LADIES' APPAREL
and
ACCESSORIES
22 So. Central Phone 2-8168

Heller & Franklin FURNITURE and UPHOLSTERING

CUSTOM BUILT
LIVING ROOM FURNITURE
At The Sign of The
Rocking Chair.
40 No. Riverside - Phone 3-3103

FELDMAN and OLSON Norge Appliances

Hamilton Dryer—R.C.A. Radios
Domestic Sewing Machines
COMPLETE WIRING
SERVICE
237 E. Main Phone 2-2458

MEDFORD Business College

33rd. Year
Night School H.S. Makeup &
College Elective Subjects
31 N. Grape Phone 2-5720

TROWBRIDGE & FLYNN ELECTRIC CO.

ELECTRICAL CONTRACTING
MERCHANDISE & REPAIRS
214 W. Main Phone 2-5211
Medford

THE CUMMINGS AGENCY Inc.

INSURANCE
Fire—Auto—Farm
Liability and Police
501 No. Central Phone 2-4068
Medford

SUN-RAY VENETIAN BLIND CO.

Wholesale & Retail
Cleaning & Repairing
1617 N. Riverside - Phone 2-4803

Medford GUN SHOP

New & Used Guns
Scopes—Mounts—Sights
Reloading Supplies
1517 N. Riverside

VALLEY EQUIPMENT CO.

Oliver-Massey Harris Tractors
and Farm Machinery
Cornell Pumps
Aluminum & Steel Pipe
Sprinkling Systems
1 1/2 Mile So. of Medford
Phone 2-9441

Crater Lake Motors

FORD
SALES — SERVICE
Main at Fir Phone 2-6297

LARSON-MAY CO.

Serving Medford and Jackson
County with leading lines of
WASHERS, DRYERS
& APPLIANCES
Parts & Repairs for all Makes
406 E. Main Phone 2-5302

Anticipation
Shop
Maternity
Fashions
Smartly
Styled for
Comfort &
Beauty
151 So. Central Phone 2-5803

Johnston & Stewart THE CORNER SHOE STORE

Featuring High Grade
Footwear for
Women & Children
Central & Main Phone 2-2177

NEEDLECRAFT CHILDREN'S WEAR

APRONS—NEEDLEWORK
211 E. Main Phone 3-1011

Singer Sewing Machine Co.

— Rentals — Repairs —
Free Estimate in Home
121 E. Main Phone 2-7153

FOR FINE CLOTHES SEE Jean Hart Inc.

22 S. Grape Phone 2-8892

If Your Motor Heats or Your Radiator Leaks—Stop at HOOPER'S RADIATOR SERVICE

Medford, Ashland, Ore.
Yreka, Calif.

AMERICAN LAUNDRY

132 So. Central
Phone 2-2534

Health Food Center

Unrefined Whole Grain Cereals
Stone Ground Whole
Wheat Flour
Vitamin and Minerals
807 So. Central Phone 2-2061

Pruitt's Music Center

Medford's Favorite Music
Store Since 1931
111 W. Main St. Phone 2-2022
Opposite Rialto Theatre

MEDFORD BEAUTY SCHOOL

Featuring
Budget Beauty Service
A permanent for any purpose
A hair style for any occasion.
Student Work
235 E. Main Phone 2-6536

LILENQUIST MOTOR CO.

GENERAL MOTORS TRUCKS
Gas & Diesel Power
Sales & Service
1016 No. Riverside Phone 2-5207

JIM'S SUPER SERVICE

Make Your Headquarters when in Medford
RICHFIELD HI-OCTANE—U.S. TIRES & BATTERIES
ELECTRIC SERVICE and CARBURETOR SERVICE
Riverside at Sixth Phone 2-9403

HALI'S Pennywise Drugs & Fountain

323 E. Main Phone 2-2479

AUTO LOANS & PERSONAL LOANS

Come in and see Gene Thomas
Our Yes Man.
Where It's Yes to 4 out of 5.
We want you to use our money
Oregon Finance Co.
45 So. Central Avenue
Craterian Bldg., Central & 8th
Medford, Oregon