

# Berrydale---Medford's Important Suburb!

"WE BELIEVE IN BERRYDALE" IS THE SLOGAN OF BERRYDALIANS

## NEARING FIRST ANNIVERSARY

In Original Berrydale, Corner Berrydale avenue and North Pacific Highway—Our store now near close of first year.

Groceries—Bakery Goods—Confectionery  
Bottled Drinks

Also  
Battery and Electric Service  
and New Comfortable Cabins for Tourists

We Believe In Berrydale

## THE CRESCENT STORE

H. E. Peyton We Give 8 & 11 Discount Stamps L. C. McCoy

To an interviewer from the Mail Tribune, issue of May 23, 1928, C. E. Gates, member of the Oregon State Highway Commission, reaffirmed his previous suggestion of a duplication of highways, making it two for Medford when many another section of the state has not even one.

"I must recognize my identity to the state, as a state official, and as such I cannot endorse this suggestion of a duplication of highways, making it two for Medford when many another section of the state has not even one."

June 4, 1928, to an additional inquiry concerning the present status of the controversy:

"My position is unchanged. I repeat that I cannot bring myself to an endorsement of this petition for a second highway. There is no logical reason to advocate this new thoroughfare through Medford. I do not wish to offend anyone, but I see no necessity or justice in the present financial conditions of the state to take on extra burden. The \$3 automobile measure may reach the ballot next month. If not, the issue will come up again. Something eventually will be done to improve the present auto license system, and this should come about no doubt. However, this is not the time to increase the road building burden of the taxpayers. The future is uncertain at the best. I again state I oppose this proposition."

### AN APPRECIATION

We, the citizens and merchants of Berrydale, in appreciation of the candid statement of Commissioner C. E. Gates that he will not endorse the second new highway affecting the Pacific Highway travel route, tender him our thanks for the definite expression of his views in this matter of such vital importance to that section of the present highway known as Berrydale, a suburb of Medford.

Signed—W. C. Rookard, Walden Brothers, H. E. Peyton and L. C. McCall, Henry F. Caton, W. D. Whisenant, Chas. D. White, John Pickard, W. W. Prickett, R. O. Stephenson, Walter Severin, Frank Howard, Michael Beck.

### BERRYDALE IMPORTANCE

Consider the Berrydale district, one mile north from the junction of North Riverside (Pacific Highway) and Jackson street, reaching within a half-dozen blocks of the Howard school. Now this mile of Berrydale north and south with a half mile width, is a strip of community paying more than \$10,000 annual taxes. The millage on this quarter million dollars of valuations, land \$100,000 appurtenances, \$150,000, carries a millage of 6.2 or 36.09 on each hundred dollars within the city limits, 3.42 or 33.42 per hundred dollars outside the city limits, all of the Berrydale community. It is approximated that the Owen-Oregon company which has frontage on the Highway is charged up with about fifty per cent of this nearly \$11,000 in taxes collected from the locality as designated. Hence the financial importance of Berrydale as a tax-paying community.

Berrydale has been building right along. Improvements have added to the tax receipts. Numerous merchants with faith in Berrydale have expanded their interests. Berrydale is notably enterprising. They believe in Berrydale.

### SENTIMENT IN BUSINESS

Berrydaliens would have the public reminded that this Pacific Highway through Jackson County, constructed exclusively with money from Jackson county taxpayers, is the first stretch of paved highway in history of the Oregon road building era. Mr. Gates expresses the opinion that not only was Jackson county first in paved highway but it has the additional distinction of being the only county in the state that has built its own highway from border to border. "There is a bit of sentiment about this record," commented the state official. This reference as made implies that in a degree Commissioner Gates can even consider sentiment when it comes to a matter of acting in a question that would subtract from the proudest record of the local people.

Mrs. A. R. Phipps, since 1870 a taxpayer, on a frontage of 1001 1/2 feet, has believed through all these 58 years of ownership that the pioneer highway work done by vote of the people at a cost of a half-million dollars, is to remain the real highway of the Medford community interests. "It is only just to us that Mr. Gates is holding in our favor," declares this long-time resident of Jackson county.

## TWO SINCERE APPRECIATIONS

We appreciate the assurances from Hon. C. E. Gates, member of the Oregon State Highway Commission, that he will not recommend a duplication of a highway system through Medford.

We appreciate the increasing list of customer favors received at our store since making our first investment at Berrydale.

## THE BERRYDALE STORE

Is Growing through its constant endeavors to supply a complete provision service to Berrydale and Medford people.

W. C. Rookard

Eleanor Rookard

We Believe In Berrydale

## WELCOME COME AND GAS WITH US

LET US FILL YOU UP

## CATON'S PLACE

New Station—Good Service  
With ASSOCIATED GAS For You

Summer Drinks Are Served

We Believe In Berrydale

Groceries and Confectionery

Gas and Oil

## OWL SERVICE STATION

W. D. WHISENANT, Mgr.

Opp. Owen-Oregon Lumber Co. Offices

Phone 835-X

Medford, Oregon

Free Crank Case Service

Comfy Cabins

A Home on the Road

## "CAMP WITHUS"

North Riverside Avenue

Cabins with Garage Hot and Cold Showers Gas Kitchen  
Groceries and Auto Supplies A Quiet Place to Rest

GENERAL GAS

MEDFORD, OREGON

We Believe in Berrydale

## LESLIE WILL SERVE YOUR NEEDS

LESLIE, THE PLUMBER, Phone 1261 will estimate your plumbing installation in cheerful response to your request—will tell you what the costs will be—will give you price and service satisfaction.

LESLIE, THE PLUMBER specializes in heating equipment, also gives first-class and prompt attention to all classes of repair work needed.

Just call No. 1261 and only matter of seconds to get your contact—  
Saves You Money

## LESLIE, THE PLUMBER

Phone 1261

Phone 1261

We Believe in Berrydale

## VISIT US IN OUR BIG NEW STORE

Welcome to our many Friends and Customers of the past 14 years in the Berrydale district as

We Open Doors of Our NEW Store This Week

\$20,000 Investments Demonstrate Our Faith in Growing Berrydale

New quarters afford ample space, 30x75, to carry complete stocks, including groceries and other family supplies.

Have installed the modern refrigeration system known as the Frigidaire.

We Have Been Selling Groceries In Medford Vicinities 22 Years

We Believe In Berrydale

E. O. Walden

W. L. Walden

## BUYING THE SEVERIN BATTERY

Walter Severin, battery manufacturer, in his own factory at Berrydale, backs his products for highest quality with a 2 year guarantee.

For several years Severin Medford-Made Batteries have given Satisfactory Service.

Just now Special Reductions in Prices announced on both Severin Batteries and Service.

## Severin Battery Shop

1522 N. Riverside

On Pacific Highway

We Believe in Berrydale

## 1001 1/2 Feet Highway Frontage

It is good to know that Mr. Gates of the Highway Commission is opposed to diversion of the traffic and partial abandonment of the Pacific Highway as now passing through Medford. We have owned a frontage of One thousand and one and one-half feet in a section of the Highway just south of Berrydale. We bought this tract in 1870, which is fifty-eight years ago, and have paid taxes through these many years and had faith in our investments. Time is near when the income will compensate us for these expenses, in local and highway-road building. It is only justice to the property owners of Berrydale that their rights are completely protected and the attitude of Mr. Gates is entirely justified.

I certainly do believe in Medford, in Berrydale, and there is a great future for this section of the famous Pacific Highway, north toward Central Point.

MRS. A. R. PHIPPS

## Buying Good Building Materials at Deep Savings

Since October 27, 1927, the Berrydale community and farming vicinities adjacent have been privileged to buy building materials at a savings that has given wide popularity to our company. It is frequently the experience of customers that as much as fifty per cent has been saved them when buying good materials, suitable for many purposes, in grades priced less than "finished" classifications. This firm has enjoyed a remarkable volume of sales. It's because our good materials are priced at less, yet equal on service to supplies costing much more in other "high-class" markets.

The home is the foundation of community life and family happiness. Good homes give content and afford pride along with comfort in the possession. You will note scores of new homes in Berrydale district. We have sold the supplies as the rule. We invite you to visit our office and benefit by our estimates and advise. No obligation. We save you money.

PHONE 594

## PRICKETT LUMBER COMPANY

PHONE 594

(Opposite Rainbow Auto Camp)

We Believe in Berrydale

W. W. Prickett—R. O. Stephenson