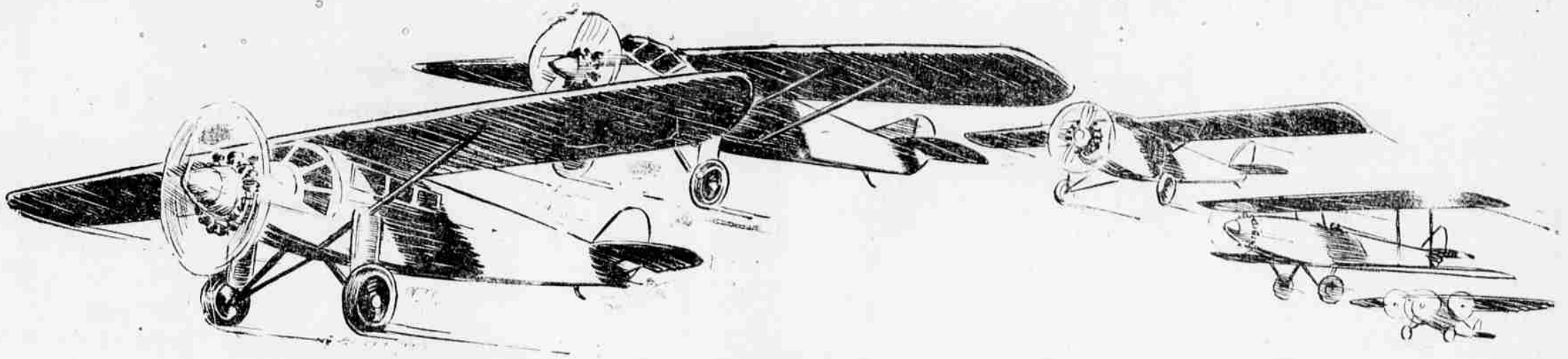


Medford MUST Retain Her Place on the Air Map of the Pacific Coast



MEDFORD Must Be An Air Center

WHEN a city is located upon established air lines; is geographically situated to become a great airport and her citizens are awake to the unlimited possibilities of air development—that city is on the threshold of prosperity beyond the most optimistic dreams. Medford, with Oregon's first airport, enjoys the advantages of being located on air mail, passenger and express routes with the bulk of coastwise air traffic passing here. Likewise, this city merits the distinction of having "air-minded" people with foresight as to the future of flying.

Medford is the logical mid-point between San Francisco and Oakland on the south and Portland on the north. These cities are awake to the gigantic possibilities of flying with far-sighted preparations to accommodate increasing air traffic. To hold her already earned place as one of the Pacific coast air centers, Medford must join her neighbors in the development of airport facilities to meet the giant strides aviation is making. She must be prepared to offer a landing field suitable to handle the largest passenger plane. And Medford is not asleep! Options have been secured on desirable grounds with purchase prices regarded as gratifyingly moderate. Committees are working out details of the establishment of an airport which will meet all requirements for many years to come. Soon these plans will be presented to the people and they will not fail to realize the opportunity that awaits this city as a Pacific coast air center.

THIS PAGE---ONE OF A SERIES OF FOUR DEVOTED TO AIR DEVELOPMENT IN MEDFORD---IS MADE POSSIBLE BY THESE AIR MINDED MEDFORD FIRMS

Porter Lumber Company
Phone 124 204 South Fir

American Fruit Company
Earl P. Coe, Manager Medford, Ore.

Mason, Ehrman & Co., Inc.
Chas. E. Clay, Mgr.
Wholesale Groceries—Medford, Ore.

Wardwell Fur Company
Everything in Furs—Hdqs. Flying Togs

Growers' Exchange, Incorporated
Medford, Oregon

The R. A. Holmes Agency
Complete Craft Insurance
Life Insurance for Pilots

Hotel Holland
C. L. Reynolds, Proprietor

Brown and White Agency, Inc.
Insurance — Real Estate — Loans

Sander Aeronautical School
Medford, Oregon

Colonial Bakery, Incorporated
Home of Fluhrer's Milk Bread

Rogue River Lumber Co.
Phone 118 113 South Fir

Trowbridge Lumber Yard
Phone 238

Medford Greenhouse
Thos. Judge, Florist—Phone 374
Flowers for All Occasions

Kimball Fruit Company, Inc.
C. C. Darby, Representative
320 S. Fir Medford, Ore.

Seely V. Hall
Pacific Air Transport
Express Passenger
Mail

Medford National Bank
Medford, Oregon

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C. A. Knight—Medford, Oregon

E. W. J. Hearty, Incorporated
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Simons, Shuttleworth & French
Incorporated—New York
Exporters, Importers, Distributors
Guy W. Conner, Mgr. Medford, Oregon

The Home Tel. and Tel. Co.
R. B. Hammond, Manager

Southern Oregon Sales Co., Inc.
Medford, Oregon

Littrell Parts Company
Medford, Oregon Klamath, Falls, Oregon

West Coast Air Transport Co.
W. M. Clemenson, Hotel Jackson
Tri-Motor Ships — Safe and Dependable

C. E. Gates Auto Co.
Your Ford Dealer

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Farmers and Fruitgrowers Bank
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The Place to Invest Your Savings

Medford Mail Tribune
Southern Oregon's Leading Newspaper