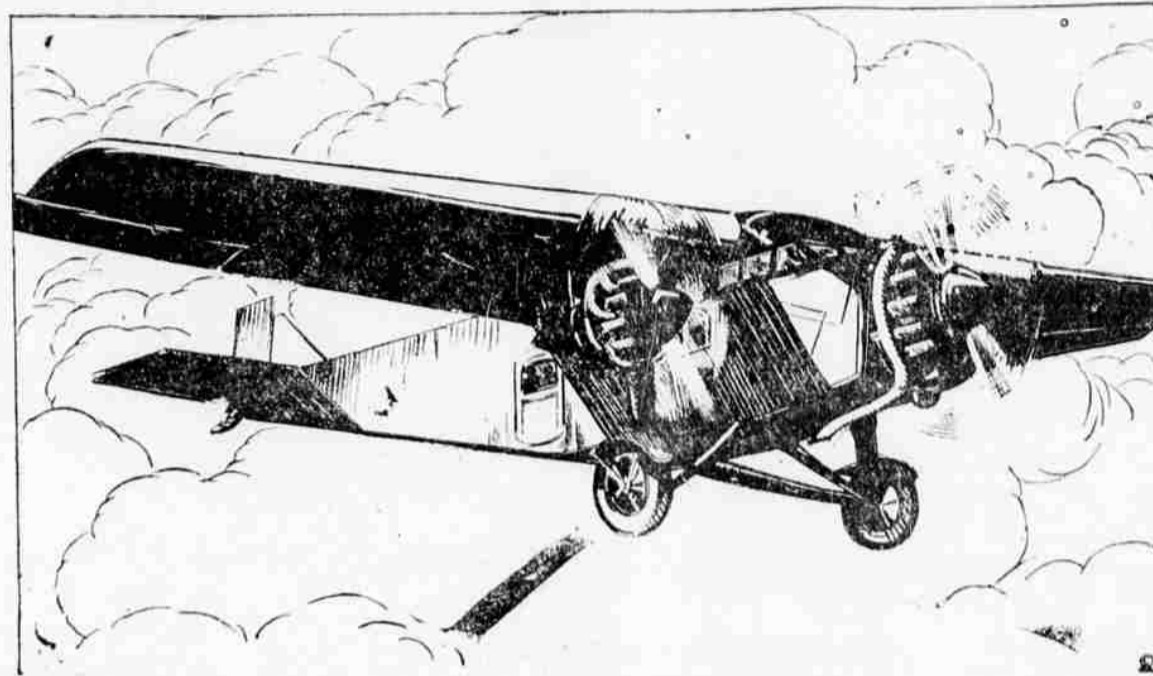


Medford MUST Retain Her Place on the Air Map of the Pacific Coast



MEDFORD'S PROSPERITY

Will be Dependent, in a Great Measure, to

AIR DEVELOPMENT

MIGHTY strides are being made in the aerouanautical world. "Air Minded" people are looking to the skies as a source of great potential prosperity and cities are awakening to the possibilities of air development. Just as the stage coach and railroad brought commercial and industrial activity to towns and cities on their routes half a century ago, the droning plane which swoops down from the skies will bring prosperity to cities fortunate enough to be situated on the airways of today—and tomorrow!

Medford is geographically located to become an important airport. Already this city is located on established air mail, passenger and express routes and enjoys the distinction of having Oregon's first air mail landing field. Daily the volume of coast-wise air traffic is growing. Medford is, in fact, already an important link in the coast air lines.

But Medford's airport facilities must be increased to accommodate rapidly growing air activities if this city is to retain her already earned position on the Pacific coast air map. Barber field is inadequate to handle the giant tri-motor passenger and express liners of the air. Medford must not be asleep to the importance of port development as her important position as the mid-point between Portland and San Francisco for north and south air travel will be hotly contested by other wide-awake communities. *The people of this city must be air-minded!* It is no time to be "penny wise and pound foolish". A landing field, adequate to accommodate the largest planes must be soon established here. Committees are at work, planning the details for the establishment of such an airport. Options have already been secured on suitable grounds at moderate purchase prices. As W. Irving Glover, Chief of Air Mail predicts that all first class mail will be carried by plane within five years, the growing air mail business alone will warrant the port development here.

Medford must not miss the prosperity that is inevitable with air development!!

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

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Phone 124 204 South Fir</p> <p>American Fruit Company
Earl P. Coe, Manager Medford, Ore.</p> <p>Mason, Ehrman & Co., Inc.
Chas. E. Clay, Mgr.
Wholesale Groceries—Medford, Ore.</p> <p>Wardwell Fur Company
Everything in Furs—Hdqs. Flying Togs</p> <p>Growers' Exchange, Incorporated
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Complete Craft Insurance
Life Insurance for Pilots</p> <p>Hotel Holland
C. L. Reynolds, Proprietor</p> <p>Brown and White Agency, Inc.
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Medford, Oregon</p> <p>Colonial Bakery, Incorporated
Home of Fluhrer's Milk Bread</p> <p>Rogue River Lumber Co.
Phone 118 113 South Fir</p> <p>Trowbridge Lumber Yard
Phone 238</p> <p>Medford Greenhouse
Thos. Judge, Florist—Phone 374
Flowers for All Occasions</p> <p>Kimball Fruit Company, Inc.
C. C. Darby, Representative
320 S. Fir Medford, Ore.</p> <p>Seely V. Hall
Pacific Air Transport
Express Passenger</p> <p>Medford National Bank
Medford, Oregon</p> | <p>Ala Vista Packing House
C. A. Knight—Medford, Oregon</p> <p>E. W. J. Hearty, Incorporated
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Incorporated—New York
Exporters, Importers, Distributors
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R. B. Hammond, Manager</p> <p>Southern Oregon Sales Co., Inc.
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Owners Bear Creek Orchard Company</p> <p>Jackson County Bldg., Loan Assn.
The Place to Invest Your Savings</p> <p>Medford Mail Tribune
Southern Oregon's Leading Newspaper</p> |
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