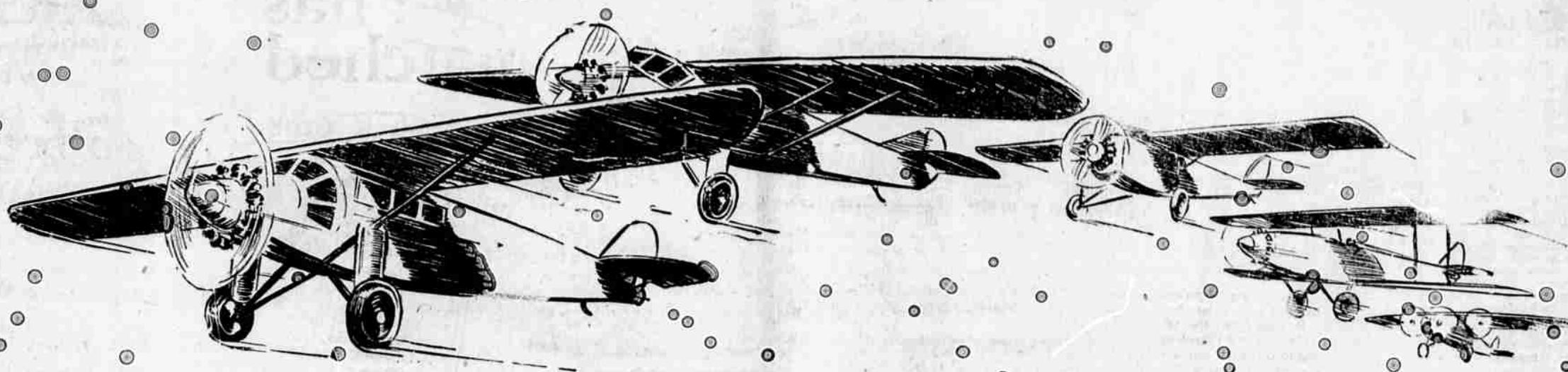


Medford MUST Retain Her Place on the Air Map of the Pacific Coast



MEDFORD'S New Airport Is a Necessity!

MEDFORD must realize the importance of more adequate airport facilities if she is to establish herself as one of the air centers of the Pacific Coast. "An airport," in the words of the San Francisco Examiner, "is no longer a novelty or a luxury. It is a necessity. And all necessities cost money." Medford people will be called upon soon to vote for a bond issue which will provide approximately \$120,000 for the establishment of a modern, adequate landing field. Such a field is a necessity and will contribute much to future growth and prosperity for this community.

It is an age of air. Aviation for private and commercial use has passed the experimental stage. The airplane is here to stay. Medford is fortunate in being geographically located to become a real air center. The city, located midway between Oakland and San Francisco on the south and Portland on the north, will be an important link in the mail, passenger and express lines with the bulk of coast-wise air traffic stopping here, if a suitable port is provided.

Farsighted, progressive Medford people are already working out the details of such an airport. They have secured an option on a 248-acre tract on the Biddle road near this city, making their selection with location, economy and practicability in mind. This field will accommodate runways that will meet the requirements of the greatest air liners. Hangars will be erected, beacon lights installed; all the essential facilities of a modern airport will be provided.

Such an investment is NECESSARY. It will pay big dividends to Medford people in years to come. Farsighted, air-minded Medford people will not fail to recognize the importance of a new airport and support the bond issue when it is presented to them.

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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