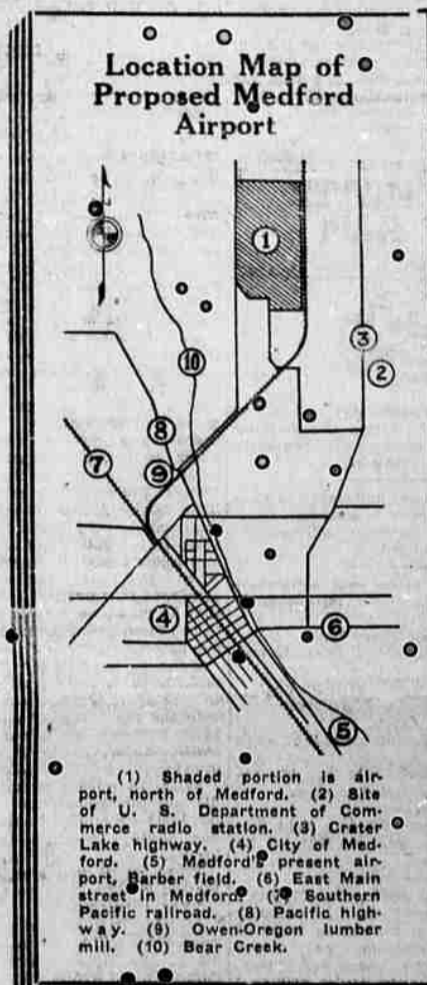


Medford's Position as a Pacific Coast Air Center Must Be Maintained

A NEW AIRPORT

---An Investment In Progress That Will Pay Big Dividends to Medford!

This City Must Have Airport Accommodations and Facilities Adequate to Meet the Needs of Rapid Aviation Development.



THIS city through her geographical location, is the logical mid-point on the Pacific coast air line between Portland and San Francisco. This city has an opportunity to participate in air development as is seldom offered a municipality; to take advantage of this opportunity will reflect foresight and vision on the part of Medford's air-minded citizens and will spell prosperity for this city in years to come.

The proposed airport for Medford will represent a substantial investment in land, lighting equipment, grading, leveling, and drainage, fencing, hangars and necessary buildings. It must be borne in mind, however, that the initial cost is the heavy cost.

Already, the cost of operation has been accounted for in revenues which will be derived from various concessions and, in the near future, this revenue will account for the interest charges on capital invested. The future potential earnings of Medford's port will be enormous.

In the establishment of an airport Medford will, in fact, be making a wise and valuable investment that will eventually pay substantial dividends as well as place this city on the air map of the United States. Already this city is identified with aviation development. Opportunity is knocking and Medford people must answer with whole-hearted support of the airport measure soon to be presented to them.

The Third of a Series of Four Advertisements Made Possible Through the Cooperation of these Public Spirited, Air Minded Concerns:

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|---|--|--|--|--|
| <p>Owl Service Station
W. D. Whisenant, Mgr.
Opposite Owen-Oregon Lbr. Co.</p> <p>Eden Valley Nursery
N. S. Bennett, Proprietor
612 1/2 E. Main; 937 N. Central
Phone 680 and 680-J-2</p> <p>Medford Battery and Electric Co.
8th and Bartlett Sts.
Telephone No. 22</p> <p>Merrick Motor Inn
Southern Oregon's Pioneer
Auto Camp Service
Sixth and Pacific Hi-Way</p> <p>Phipp's Auto Park Service
Albert Shaw, Proprietor
Jackson St. and Pacific Highway</p> <p>Franklin's Cafe
"Enjoy the Difference"
Craterian Bldg. Service 7 a. m. to 2 p. m.</p> <p>Prickett Lumber Company
North Court—Phone 594
Prices Mean Economy to You</p> <p>Elmer N. Childers
Contractor and Builder
320 S. Central—Phone 1075</p> <p>City Cleaning and Dyeing Works
Medford, Ore.; Phone 474
624 North Riverside</p> <p>Miller-Sanford Tractor Co.
John C. Fay, Representative
41 S. Grape, Medford, Ore.
Also Eugene, Klamath Falls</p> | <p>Sander Aeronautical School
Medford, Oregon</p> <p>Woods Lumber Company
711 E. Main—Phone 108
Full Line Building Materials</p> <p>The Cloverleaf
Gasoline—Groceries
13th and S. Riverside</p> <p>The Bungalow Store
J. W. Jacobs, Proprietor
409 N. Riverside; Phone 485-R</p> <p>Offutt's Garage and Machine Shop
W. N. Offutt, Proprietor
Apple Street Near Hi-Way</p> <p>At Medford
See Holmes for Homes
Hotel Nash Cor.; Phone 329</p> <p>Severin Battery Service
Storage Battery Manufacturer
North Medford; Pacific Hi-Way</p> <p>Motor Inn Garage
R. J. Sylvester
207 S. Riverside</p> <p>C. E. Gates Auto Company
"Your Ford Dealer"
Medford, Oregon</p> <p>Southern Oregon Electric Company
409 E. Main; Medford, Ore.</p> <p>Auto Supply and Parts Co.
3 S. Riverside; Phone 62</p> | <p>Hall's Cafeteria and Dairy Lunch
Center of City—On Highway
Free Parking; It's Right
Phila. H. Hall, Proprietor</p> <p>Medford Domestic Laundry
Glen Fabrick
Telephone 166</p> <p>Wardwell Fur Company
Everything in Flying Togs
Leverette Block
Medford, Oregon</p> <p>Warnock and Shelley
41 N. Riverside
Real Estate or Business
Phone 1262</p> <p>Treichler Motors Company
Home of The Whippet
and Willys-Knight Cars
30 N. Holly, Medford, Ore.</p> <p>De Voe's
"Most any old thing
most any old time"
W. Main and Oakdale</p> <p>Greene & Shores Service Station
On Pacific Highway</p> <p>Brill's General and Auto Sheet Metal Works
109 E. 8th; Phone 418</p> <p>Armory Service Station
H. G. Walcott and Son
Standard Products Line
Jackson and N. Riverside</p> | <p>Ford Peterson
Dunlop Tires and Tubes
8th and S. Riverside</p> <p>Medford Welding Radiator and Fender Works
29 S. Bartlett; Phone 836</p> <p>Lewis Super Service Station
P. B. Lowd, Manager
S. Front Street
Next to Hotel Jackson</p> <p>Trowbridge Cabinet Works and Lumber Yard
Telephone 238</p> <p>American Laundry
J. A. Slorah, Proprietor
Phone 873</p> <p>Scherer Motor Company
Buick Dealers
Medford, Oregon</p> <p>D. E. Millard Company
(Real Estate Only)
419 E. Main; Phone 922</p> <p>Walden Brothers
Manufacturers Walden Bros.
Cider and Vinegar
Berrydale, Pacific Hi-Way</p> <p>Medford Concrete Construction Co.
Medford, Oregon</p> <p>Medford-Klamath Truck Line
O. M. Stuart, Proprietor
Phone 1033</p> | <p>Sixth Street Service Station
Across from Holland Hotel
Richfield Gas; Richlube Oils
Val J. Fischer, Proprietor</p> <p>Beebe & Kindle
Service Stations
Medford and Central Point</p> <p>Dr. D. W. Stone
Telephone 369
Medford, Oregon</p> <p>Skinner Garage
"Buick Service"
143 South Riverside Avenue</p> <p>Modern Plumbing and Sheet Metal Co.
404 E. Main; Phone 620</p> <p>Rainbow Auto Camp
Five Acres of Shade
North Medford; On Highway</p> <p>William Hammett
Plumbing—Hot Water Heating
31 N. Bartlett St.
Phone 659</p> <p>Villa Nurseries
Wm. Moss, Proprietor
6th and Grape; Phone 494-J</p> <p>Heck Sign Company
(Everything in Signs)
30 S. Grape; Phone 1306</p> <p>F. J. Huber
Tailor and Haberdasher
113 West Main St.</p> <p>Harwood Photo Service
228 E. Main; Phone 1152</p> |
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