

ON) MAIL TRIB

LEGAL NOTICES

ORDINANCE NO. 6216

AN ORDINANCE providing for the construction of a sanitary sewer line on Oregon Avenue from Oregon Terrace to Keene Way Drive in the City of Medford, Oregon, and for the assessment of the cost thereof on adjacent property; providing for a meeting of the Council to consider and provide grants to improve the streets and sidewalks owned by the owners of adjacent property within the project area; and for the notice thereof by the Recorder.

THE MEDFORD CITY COUNCIL DOETH ORDAIN AS FOLLOWS:

Section 1. That it is the intention of the Council to cause to be constructed a sanitary sewer line on Oregon Avenue from Oregon Terrace to Keene Way Drive in accordance

with the plans and
file in the office of
at the City Hall, M

which plans and specifications are hereby made for details and construction of the improvement upon each lot or part thereof, adjacent to and benefited by such improvement, and the cost of said improvement as provided by the Charter of the City of Medford, shall be assessed for the

Section 2. The Council will meet in its regular session on the 12th day of May, 1925, at 7:30 P.M., at which time and place the City Council will hear and determine the owners of said adjacent property whether they desire to be benefited by the improvement, and if so, the cost thereof. Said Council and show cause why they should not be assessed for it, if any, why said improvement should not be made, and if the improvement is made, the property should not be assessed for the construction thereof.

Section 3. The City of Medford shall pay the costs of the aforementioned improvement, and the owners of the property benefited therefrom shall bear interest at four per cent per annum on the amount of the City's contribution to the improvement, until the City shall have received from the owners of the property the amount of the City's contribution to the improvement, and the terms and conditions of the City's contribution to the improvement shall be as provided by in Oregon Revised Statutes, 1925, 287.502 to 287.510 inclusive.

hereby directed to
upon the property

by publishing this ordinance once in a daily newspaper, printed, published and of general circulation in said City at least ten (10) days before the date of said meeting, and by posting five copies of this Ordinance in five public and conspicuous places in said City for a period of ten (10) days prior to said meeting.

PASSED by the City Council and signed by me in open session in authentication of its passage this 7th day of June, 1955.

Earl M. Miller, Mayor

ATTEST:

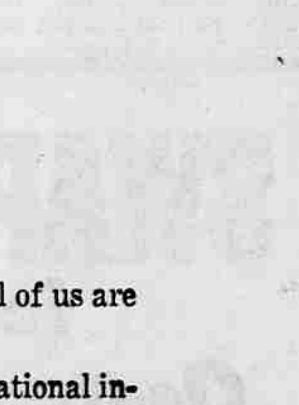
Neva Samuels, Recorder

Approved by me this 7th day of June, 1955.

Earl M. Miller, Mayor

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newspapers.
newspapers!

Look what Mr. Peterson told those financiers!

Mr. Alfred G. Peterson, a forthright man, addressed the convention of the Savings Associations League of N. Y. State and boldly discussed the matter of advertising—of his own free will.

Mr. Peterson, who is president of the National Savings and Loan Association of Greenwich, Connecticut,

because it reaches the local market. All of us are really conducting local businesses.

"We may be bound together into a national industry, but our spheres of influence are entirely local.

"The newspaper reaches precisely the people we want to reach."

Ah, Mr. Peterson — you are a man who knows

"I feel that advertising is a very profitable investment. But we should not buy advertising blindly. We should give careful consideration both to the appeals and the media we use."

And listen to this!

"The medium which tops the list is the medium that reaches the greatest number of people at the lowest cost. *It is my opinion the newspaper is that medium...*"

But that isn't all...

his investment!

Last year the institution headed by Mr. Peterson invested 5% of its gross income on advertising, and more than 60% of that went into newspapers.

In only ten years this Association multiplied its total resources eight-fold!

Gosh! If savings and loan people themselves advertise, think how they must feel about lending money to people who work for sound companies who advertise soundly — in newspapers.

"I place the newspaper at the top of the list

All business is local...and so are all newspapers!

by BUREAU OF ADVERTISING, American Newspaper Publishers Association.

and prohibited in the interests of public understanding of newspapers by the public.