

Salute To The Rogue River Valley

SPECIAL ADVERTISING PAGE DEVOTED TO ROGUE RIVER VALLEY INSTITUTIONS

The stories on these pages are a form of tribute to the business and professional men who have aided in making the Rogue River valley and this area a bigger and better place in which to live.

It is the purpose of this special section to highlight some of the outstanding features of those outstanding individuals and institutions.

The compilation of this section of the News Review was objectively handled, no person or firm represented here prepared his own descriptive material. It was prepared and sold by Wendell Lawrence, acting as a News Review representative, who in all cases has attempted to candidly tell a story about the businesses represented.

Modern Plumbing & Sheet Metal Co. For Plumbing

The Modern Plumbing and Sheet Metal Co., located at 32 No. Riverside, phone 2770, is an establishment that has done its share in making this and surrounding territory more healthy and sanitary.

The plumbing in a properly constructed house is a convenience that has developed to as great a degree as heating. Today, where city water is available, it is piped all over the house, and the charge for such water is very reasonable. Where city water is not available, a properly designed pressure system using a tank in the basement gives practically all advantages of city water.

Heating and plumbing are exact sciences that require years of study combined with practical experience. The managers of this concern, Paul E. Larson and Arthur W. Logan are thoroughly conversant with every feature of the business, and are public-spirited business men, who have always had the interest of the community at heart.

The workmen at the Modern Plumbing shop are experts in all types of sheet metal work, specializing in air conditioning and heating. They also design and install modern store fronts and any other type of sheet metal fabrication needed.

Visit their showroom at 32 North Riverside and select from their complete stock the type of kitchen, bath or heating unit which you feel will best serve you.

In making this review, we wish to compliment this establishment upon its most enviable standing in the community, and unhesitatingly refer them to our readers.

Fichtner's Garage Asset to City

One of the principle items of expense connected to the driving of an automobile is that of tires. Fichtner's Garage at 104 W. Sixth Street, which handles Seiberling tires, has consistently saved the motorists of this city thousands of dollars, by offering a tire service which stands the best in the city. Not only does his firm handle the very best of tires, Seiberling, but each one of its sales is made with a guarantee of satisfaction, and the customer has the knowledge that his good will is valued by the firm more than his money.

A firm such as the Fichtners Garage is an asset to the city of Medford, and during its years of service to the people of this community, has made thousands of friends. From personal experience as well as from the testimony of our friends, we are able to recommend Fichtner's Garage to the readers of our paper. The firm is located at 104 W. Sixth street and may be reached by phone at 3180.

Robinson & Henson Serve Oculists

With offices in Medford, in the Medford Center Building, telephone 8021, Robinson and Henson are the leading dispensing opticians of this section of the state. They fill oculist prescriptions exclusively and have an enviable record of years of faithful service during which time their work has been so efficient and satisfactory that the public has come to demand their products and service.

Mr. Robinson and Mr. Henson are prepared to furnish oculists with a complete and unsurpassed service in all that pertains to optical supplies. Their optical goods have come to be recognized as the standard by which the quality of the goods offered by many other houses is judged.

Therefore, in this review, we wish to direct the attention of oculists to the advisability of selecting for this important work specialists who are skilled in the manufacture of lenses, such as Mr. Robinson and Mr. Henson and who are thus in a position to assure the client of the very best.

D. Stansell Heads Labor Council

Endeavoring to lessen labor difficulties, Mr. Don Stansell, president of the Central Labor Council and secretary of the Teamsters and Chauffeurs Local No. 962, has won the respect and admiration of all those who know him. His integrity and high moral principles place him in high esteem.

Mr. Stansell has not only been an efficient administrator and executive, but he has been resourceful in devising important improvements in the departments he heads. He has proved himself a practical leader as well as an idealist. His vigorous application of sound business principles to public enterprises in which he has had a hand is reflected in the large number of economies which have resulted. His loyalty to his ideals and his unvarying enthusiasm for things which benefit this county make him a personality of distinction among the prominent leaders of Oregon.

Mr. Stansell went from the first grade through his Sophomore year in the Ashland schools. He is also a grandson of Mr. and Mrs. W. T. Bostwick of Ashland.

Osteopathic Way Alleviates Illness

Dr. H. A. Krause, prominent osteopathic physician and surgeon of Medford, has enjoyed an ever increasing practice in Jackson County from those people who recognize the value of a natural cure.

Osteopathy is the practice of alleviating disease, based upon the principal that perfect health depends upon perfect anatomical structure. Any imperfections of structure tend to retard the circulation of the blood and hence hinder it from carrying away diseased tissue or dead cell matter. Osteopathy seeks to locate the displacement of bone, muscle or nerve which has caused difficulty, and by mechanical manipulation restore it to its normal position and the body to health. However, it is not limited to manipulation but takes in any form of treatment which has been proven of some good.

We feel that more than passing mention should be given to Dr. Krause for the ethical practice that he has built in Medford. It is the wish of this writer as well as his many friends and patients that Dr. Krause will continue to enjoy an ever increasing practice from this territory. His offices are located in downtown Medford in the Medford Center Building.

Zack's Appliance Is A Leader

With the accepted prospect of heightened building activity in the immediate future, no line of business is more in the eyes of the public than the home appliance firms. New and improved lines of electric stoves, refrigerators, freezing cabinets, water heaters and the multitude of smaller appliances are the source of increasing interest for all concerned. Zack's Appliance Co., at 220 W. Main, Medford, is a store that is a leader among the appliance dealers of this area.

With an eye to the future, Mr. Henry Zacharisen has been careful to procure representative articles in order that his many patrons can see and decide just what appliances they wish to order. The display room is large and attractively arranged permitting full examination of all articles.

Zack's Appliance Co. is managed by Mr. Zacharisen, well known to many citizens of this section. His experience in this field is extensive. The factors requisite to the successful operation of this business are fully known to him as is evidenced by the steady growth that his company has enjoyed. Despite the existence of any factors which may limit the possibility of his satisfying your immediate requirements, you will find Mr. Zacharisen always glad to discuss ways and means of handling your desires at the earliest opportunity.

Runtz Provides Paints For All

The character and quality of the paint job constitutes the appearance of any residential or business building. And it is the basic policy of the F. J. Runtz Paint and Wallpaper store at 315 E. Main in Medford to provide a wide selection of paints and painting materials to accomplish this purpose throughout the Rogue River valley.

F. J. Runtz, operator of the store, has maintained a consistent policy of handling the best in paints. With their complete line of Glidden paint Mr. Runtz pointed out that they stand ready to provide your paint requirements from floor to roof... and we mean just that.

At the F. J. Runtz store you will find a complete stock of Glidden paints for practically every specialized purpose. The new Glidden Spred Satin finish has a written guarantee on each can. This Satin Finish will cover any surface, paper, tile, or plaster and do a perfect job. Their Spred Lustre, and Endurance Outside White are well known throughout all painting circles as being the best paint money can buy. In fact, if you have a decorating problem which requires treatment or materials about which you are worried you will find it worthwhile to talk to Mr. Runtz or one of his capable assistants.

In addition to their ample supply of paints the F. J. Runtz company carries a complete stock of painting accessories such as brushes, scrapers, cleaners and other items required in painting and decorating.

Also the F. J. Runtz firm stands ready to provide a high quality of wall papers to meet your every need.

Radio Servicing At Pruitt's Excellent

One of the firms most important to the business life of this community is the Pruitt's Radio Service located at 19 N. Fir Medford. Every effort is made to give their customers complete satisfaction and courteous service. Their complete line of equipment enables them to give customers reliable and guaranteed repair service. Their personnel is composed of skilled workmen so that the work is done competently.

Under the direction of Walter S. Gillette and Charles Thurston, Jr., this firm has specialized in modern radio equipment. Their repair work carries a ninety day guarantee. They can supply you with wire and tape recorders, P. A. systems and amplifiers.

To get the best possible service and for the best possible satisfaction telephone 5662. The service is prompt and courteous.

Again may we recommend this concern to our readers and wish Pruitt's Radio Service a long and continuous success.

Johnson Truck Anywhere For Hire

The transfer and overland trucking firms are very heavy contributors to the funds for street and highway maintenance; because of the high tax rate that they pay. Every truck classed as a public carrier pays a heavy tax for that privilege.

We, in this region are fortunate indeed to have the Johnson Truck Lines, located at 820 So. Central in Medford, available for heavy duty hauling at all times. This splendid firm has the experience, personnel and equipment necessary for long distance hauling in Interstate or local, for that matter, that is the last word in efficiency, speed and "on immediate" performance. Their motto is "Anywhere for Hire". The drivers are all men of long experience on this highly skilled field and they use extreme care with all consignments. Not only is this care taken by the Johnson Truck Lines to protect everything handled from injury, but everything is insured against loss of any kind.

The writer feels that the able direction of Alfred E. Stohr has played an all important part in this progress, and we wish for Mr. Stohr, who is owner of this company, many years of continued success.

Morgan & Snodgrass Operate Mortuary

Their sense of human compassion and understanding places Mr. Frank Morgan and Mr. Harold Snodgrass of the Chapel of Rocks and Roses Mortuary, located in Medford, high up in the ranks of Medford citizens. Their sympathetic, benevolent feeling for their work, secures them the admiration and love of all those who know them. The assurance of honesty and perfect understanding has won for Mr. Morgan and Mr. Snodgrass the complete faith of their friends in their hour of sorrow and bereavement.

The Chapel of Rocks and Roses Mortuary is under the capable management of Mr. Morgan and Mr. Snodgrass who are able to draw upon the knowledge gained by years of experience, and to depend upon a skill acquired through training in order that their usefulness to a distracted relative may be adequate and efficient. Such dependable funeral directors have a reward in their knowledge of a work well done, and they enjoy a quiet satisfaction in gratitude of the people they have served. Mr. Morgan and Mr. Snodgrass are masterful morticians, who have received and are entitled to this encomium as they are justly deserving through their many efforts.

The courteous and dignified service rendered by the Chapel of Rocks and Roses Mortuary of 104 S. Oakdale Ave., is well known and the beautiful chapel adds a reverent touch to the parlors of the Rocks and Roses Mortuary.

The Commercial Transfer Serves

With a new and modern warehouse which is equipped throughout with a sprinkler system, the Commercial Transfer and Storage at 320 N. Fir, is prepared to serve the people of the Rogue River valley with the latest in storage and transfer facilities.

Orval and Buck McClanahan are the owners of the Commercial Transfer and Storage and they have spent time and money to make substantial progress toward building up this modern storage and transfer company. Owen Walker, manager, has assisted this company grow by use of progressive and efficient business methods.

When you store articles with Commercial Transfer and Storage you can be assured that they will be wrapped or covered and will be protected during their stay in the warehouse. Private rooms can be had for special storage if the customer so desires.

If you are planning to move and wish to store some of your furniture you will find this firm very satisfactory. If you plan to move your furniture and other types of equipment you will find that the crating and packing will be done by experienced men and you can rest assured that the moving will be done in insured trucks, quickly and speedily.

Quotations without obligation are gladly furnished by Commercial Transfer and Storage. Call them at any time at 9228 if you need assistance with either moving or storage problems.

In this review of progress we are happy to call attention to this firm which is so essential to the economy of the Rogue River valley.

Clayton W. Lewis Serves Valley

Though well qualified through considerable study, Clayton W. Lewis, public accountant, located at 225 East Main, continues to maintain himself in constant research into the latest developments in accounting methods, tax structure, and general business financial methods. As an added service to his clients, Mr. Lewis has recently added a real estate brokerage and insurance line to his office.

The role of the accountant is a varied one. He is not just the bookkeeper, not merely an auditor, nor only an advisor on matters of taxes, but rather a combination of all three, and an expert at each of them. Almost any successful business man will

tell you that a periodic audit by an outside firm is a virtual 'must' item.

In Mr. Lewis will be found a man who knows his business. His past performance has demonstrated unusual ability in cost analysis as well as other phases of his profession. We find great satisfaction in spotlighting this prominent and aggressive citizen and complimenting him on his contribution to the success of our community enterprises.

A. M. Boner Directs Credit Association

Many people do not understand what the Southern Oregon Production Credit Association is. A person with a small amount of money set aside each pay period can not accumulate a large estate in a day, a month, or a year, but a fixed sum saved each month and augmented by interest compounded semi-annually will obtain the goal he seeks.

Loans on livestock, crops, and equipment are the specialty of this company, which, under the direction of Arthur M. Boner, has contributed so much to the economic growth of this region. Directors of the Southern Oregon Production Credit Association include Ralph L. Cook and Lawrence Luy, Medford; Les Adams, Applegate; J. E. Young, Roseburg; and Wes Chappell, Bandon.

The economic life of Jackson County depends far more than is realized upon the continued growth and development which is based directly on the availability of adequate credit for the financing and purchase of new homes. It is easily seen that a principal prop of our economic life therefore is the presence and successful operation of an organization such as the Southern Oregon Production Credit Association.

The Southern Oregon Production Credit Association was organized and exists today for the purpose of making loans for building purposes.

In making sound loans this organization goes further than merely acting as bankers, for Mr. Arthur M. Boner, secretary-treasurer, offers sound judgement as an expert in finance.

Due to the ability and tireless efforts of Mr. Boner and the effective way in which the Southern Oregon Production Credit Association works for community betterment, it is undoubtedly among the leading institutions lending stability to Jackson County.

Valley Equipment Company Serving Needs of Farmers Through Valley

The Valley Equipment Co. on the Pacific Highway, south of Medford, specializes in the Oliver and Cletrac tractors and farm equipment. According to Nooks Naumes, Manager, they carry a complete line of farm equipment of all types. In addition they offer farmers and orchardists of the Rogue River valley area a complete farm parts supply and an equipment repair shop that can be utilized either at Valley Equipment's location or at the individual farm.

Naumes said that they welcome the opportunity to advise farmers on the use of any type of farm equipment and that their representatives were available at any time to call at your farm or ranch and explain the many advantages of Oliver and Cletrac wheeled and crawler types of equipment. Stout portable irrigation systems, Fox pick-up field choppers and any other types of labor saving farm equipment which they carry.

In this day of modern farming

Lyle Beeneys Is Well Driller

In this edition where effort has been put forth to give the readers a word picture of the men and institutions who do business in this community, and serve our area, it is fitting that mention be given to Lyle Beeneys, prominent well driller, who operates the Rogue Valley Drilling Co. and whose headquarters are at 1980 Table Rock Road.

Mr. Beeneys has operated in the Rogue River valley area for some time and over that period has gained an enviable reputation. His operations include the drilling of soft water and irrigation wells, running test holes, and he is at all times able to supply the casings and pumps necessary for the job. Jack Boettcher, Mr. Beeneys' son-in-law who works with him and Virge Gribble have been turning in fine records in bringing in wells. Boettcher has been drilling practically daily for the past twenty-seven months and Gribble has recently brought in seven artesian wells.

This section has been created and made to grow through the location of water supplies. Men, who, like Lyle Beeneys, have been in back of this herculean task had the ability and foresight to anticipate what the future would demand and have helped make the Rogue River area the rich land it is.

The reputation which Mr. Beeneys has built up in the water well drilling field is sure to endure the test of years. He indeed exemplifies the type of individual who has helped build this valley and deserves our tribute, and the patronage of our readers.

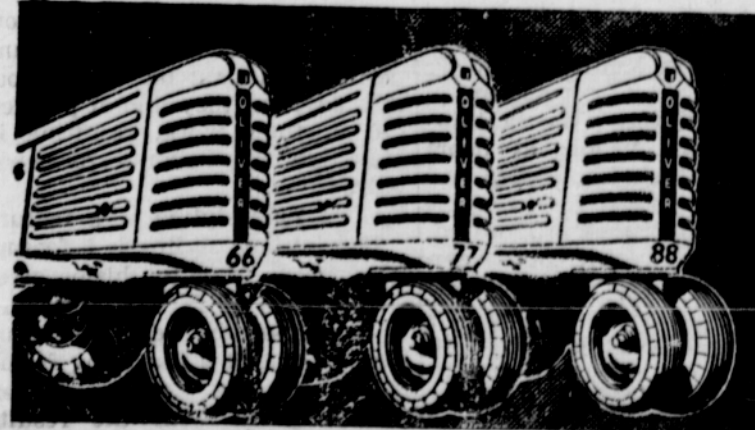
Dr. Lee's Offices At 103 N. Central

Many doctors attempt to practice optometry, but we can recommend one, who by training, by reputation, by experience, and is actually qualified to advise any of our readers on this most vital subject, Dr. Robert E. Lee maintains his offices at 103 N. Central in Medford. He may be reached for an appointment by calling 4607.

Dr. Lee has made hundreds of friends in this district and in Medford. We can, of course, always judge a professional man by what his friends have to say and in this instance we have yet to hear of an unfavorable comment on Dr. Lee's ability and honest performance.

We congratulate Doctor Lee on he shall continue to serve us as he shall continue to serve us as he has in the past.

Get your Job Printing at the News Review



Valley Equipment handles Oliver and Cletrac wheeled and crawler type farm equipment.