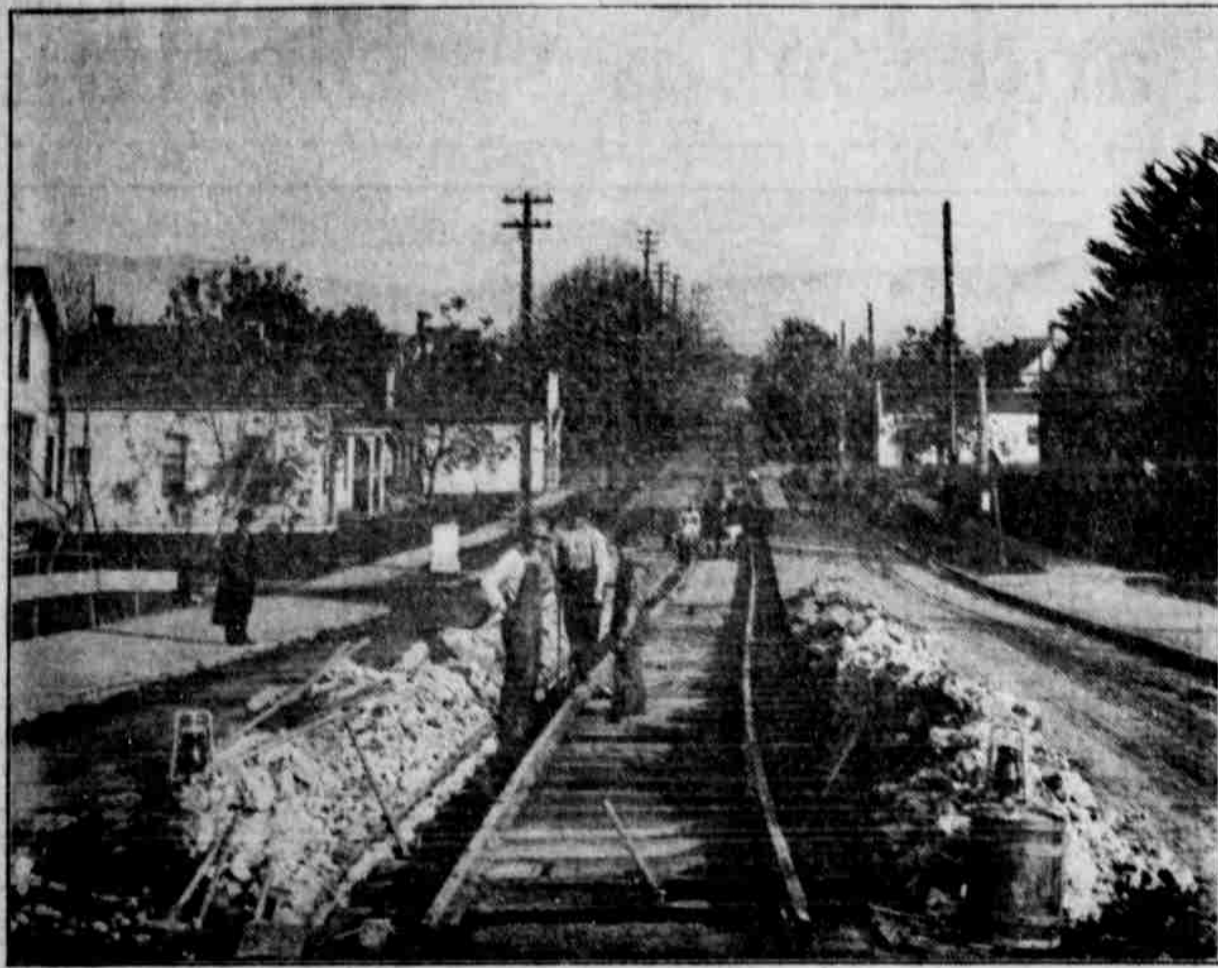


EXTENDING THE MEDFORD TROLLEY LINE—TWO MILES ARE NOW IN OPERATION



CLUB AND SOCIAL LIFE ATTRACTIVE

Club life is a prominent feature of life in the Rogue river valley, many thriving organizations having their being in this city. Chief among these are the Greater Medford club composed of public spirited women working for the betterment of the community, and prominent in social and civic life, the University club of 150 members, representing every great educational institution in the land, the Medford Golf and Country club, the Drama League, and literary organizations, not to mention lodge and church societies. The social life of the community is one of attractiveness and activity.

1915 GREETED BY CHEERS AND SONG

Medford celebrated the advent of a New Year last night in an orderly fashion, with plenty of noisy greeting at 12 o'clock for 1915. Practically the entire community celebrated the occasion in one way or another. Over 200 celebrated at the Medford Hotel with music, song, and dancing. The Elks opened their new quarters on North Central avenue with a dance and watch party largely attended. Watch parties were held at most of the churches, and in many homes of the city social sessions were held.

MEDFORD CHURCHES.
The churches of Medford have not yet built their permanent church edifices, and in that respect are not up with the growth of the city. We have here, however, the various leading denominations. There are eleven in all with their buildings for worship and work. These denominations are as follows: Methodist Episcopal, Methodist Episcopal South, Free Methodist, Baptist, Presbyterian, Lutheran, Christian, Episcopalian, Roman Catholic, Seventh Day Adventist and Christian Science. In addition there are several other denominations that hold regular meetings in halls and lodge rooms.

GOOD RESOLUTIONS.
Advocating new industries to build up payrolls is the proper thing and assisting the industries that are already here, thereby enabling them to increase their payrolls, is as good if not better. Did you ever stop to

think what would be the result if every smoker in Medford would insist on having "Made in Medford" cigars and take no others. This would be a big boost for the factories here and would increase the payroll.

The Central Clear Factory of Medford, M. Medford, manager, employs several people, makes only first class brands and asks that you make a New Year resolution to give them a fair trial for at least 30 days. Their brands are Governor Johnson, Mt. Pitt and La Vista. Insist on the dealer giving you these brands. "With Medford Trade is Medford Made."

Fred N. Cummings

Engineer and Contractor
104 Medford Bldg. Bldg.
Surveys, Estimates, Irrigation, Drainage, Orchard and Land Improvement.

Four Bargains

If you are wanting a nice home and income orchard in the Rogue river valley in the most equitable climate in the United States you can buy either of the following from owner on easy terms at a real bargain.

New seven room modern bungalow, 20 feet of porch, situated on three acres in oak grove, two miles from Medford and county seat on plie and motor railroad, close to school, woven wire fenced, two acre chicken yard, chicken house, hay and cow barn, horse barn, wood shed, laundry and pumping plant, abundance of good water piped to yard lots and garden, strawberry bed, small fruit, rose garden, blue grass lawn, ideal home in good neighborhood.

Ten acre orchard, four acres full bearing prunes and Comice pears, balance Bartlett and Anjou pears, five years old. Soil rich, black loam, wheat between rows, facing on county pike road and motor railroad one-quarter mile of residence.

Ten acre 10-year-old full bearing apple and pear orchard, one-quarter mile of Central Point on Pacific highway, five miles of Medford, four room house, well, small barn, fine view of valley, nice home with income, rich soil grows crops between rows.

Twenty-three acre stock and grain farm in Willamette valley, one-quarter mile of good town, three acres in the town unimproved, small orchard, all in cultivation.

ADDRESS BOX 77, R. F. D. NO. 2, MEDFORD, ORE.

Wishing everybody health and prosperity for the year 1915

We thank heartily our true and loyal customers for the past year's patronage and trust our services and merchandise will merit your esteemed patronage for the coming year, as we will continue our well-known and reputable lines in all departments.

Model Clothing Co.

S. F. RICHARDSON, Manager

Particular Bread for Particular People

No college graduate, cooking school expert or particular housewife would think of baking at home when she can get from her grocer

Nurmi's Butter-Nut Bread

The bread of unexcelled flavor and quality. Try it; it will help you to make your meal a success. Watch for the label.

NURMI BAKING CO.

ELECTION TICKETS PUT IN FIELD

A city ticket composed entirely of successful Medford business men, was announced Thursday as follows, for the election January 12: For mayor, C. E. Gates, auto dealer; councilman from the first ward, J. C. Mann; from the second ward, C. L. Schiefflin, and from the third ward, Dr. A. P. Hargrave, seeking re-election. All the above candidates are progressive boosters of Medford, and heavily interested in the commercial activity of the community.

Opposed to the above is the reactionary ticket, headed by Councilman V. J. Emerick, for mayor; J. D. Skinner, councilman from the first ward; Frank Amy, from the second, and T. E. (Ed) Pottinger, from the third, all well known apostles and advocates of standing still. Amy and Pottinger are partners in city real estate holdings.

SUB-STATION AT ASHLAND BURNS

The Ashland sub-station of the California-Oregon Power company was totally destroyed by fire New Year's eve, entailing a property loss estimated at \$20,000, covered by insurance. The structure and machinery is a total loss. The origin of the fire has not been determined. It is still burning this morning.

The fire started between 9 and 10 o'clock and caused a cutting off of the service in this city for a few minutes. The Ashland fire department was powerless to halt the progress of the flames, which had gained headway before their arrival.

Manager Malone of the electric company has a force of men at work reconstructing the plant, and the service will be reconnected as soon as possible. In the meantime Ashland is without electricity.

NEW YEAR HOLDS GOLDEN PROMISE

Medford enters a New Year today after a quiet twelve months generally throughout the land, in better shape financially and optimistically, than any city in the state. Nineteen four-teen was an even year, with the scale of business, building, crops, and general conditions midway between good and bad. There is new hope and promise for 1915.

The business strength of the city is shown by the fact that all the large concerns are still operating, and report an increased trade during the year from outside points. For the last months there has been steady improvement in all lines. Real estate changed hands, and there were several large buys of city and orchard property.

The construction of a box factory and development of great bodies of timber lying adjacent to this city are prospects for 1915.

Summary of Weather For 1914

1914—	Max.	Min.	Mean.	Clear Days.	Partly Cl'dy.	Precipitation
January	67	24	43	6	19	5.34
February	63	21	42.7	12	12	4.67
March	82	23	51.2	20	5	4.2
April	80	28	62	5	11	14.14
May	94.5	37	61	13	10	8.135
June	98	37	65.8	16	7	7.66
July	105.4	81	73.4	25	4	2.19
August	105	42	72.3	28	3	0.50
September	92	34	61.2	19	5	6.87
October	77	32	56	15	7	9.212
November	75	21	42	15	6	9.192
December	53	11	32	7	2	22.54

Mean annual maximum for 1914..... 52.4 degrees
Mean annual minimum for 1914..... 32 degrees
Precipitation for 1914..... 14.41 inches
Number of clear days during 1914..... 181
Number of partly cloudy days during 1914..... 82
Number of cloudy days during 1914..... 102

Mean Temperatures and Precipitation in Rogue River Valley for Period of Twenty-five Years

Mean of the maximum temperature for 25 years, 1889 to 1914, inclusive—											
Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
45	50	57	65	70	77	87	87	77	67	53	45
Mean of the minimum temperature for 26 years, 1889 to 1914, inclusive—											
39	32	34	38	43	48	54	53	47	41	35	31
Average rainfall in inches for 26 years, 1889 to 1914, inclusive—											
4.73	4.13	2.57	1.26	1.72	.98	.19	.40	.97	1.70	4.21	4.35
Average annual rainfall in inches for 26 years, '89 to '14, inclusive— 27.21											
Elevation at Medford, 1277 feet.											
Latitude, 42 deg., 20 min.											
Longitude, 122 deg., 51 min., 24 sec.											

BEET SUGAR MASS MEETING SATURDAY

A mass meeting of the landowners of the Rogue River valley will be held at the Natatorium Saturday afternoon at 2 o'clock to arouse interest and secure acreage in the proposed \$6000,000 beet sugar factory to be put in operation this year. It is urged that all good citizens, farmers, fruitgrowers and landowners, irrespective of any meeting held in their district, attend Saturday's session and lend their support to the most important industrial proposition in the history of southern Oregon.

Meetings were held Thursday afternoon in Talent and Central Point, no acreage being signed, but a healthy interest in the new project being awakened. The committee will revisit the Central Point and Talent district next week.

A meeting will be held in Phoenix this afternoon, closing in this city tomorrow. Next week the campaign will be continued with a new plan of action.

MEDFORD HAS ONE OF FINEST THEATERS IN COUNTRY IN THE P AGE THEATER

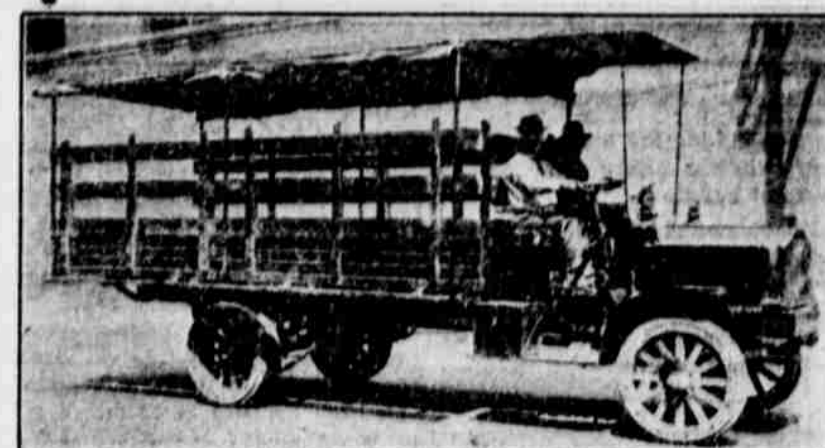


Thank You

for your patronage during the past and hope you will continue the same during 1915.

"GOOD SHOES" built our business

AT THE SIGN OF **Schmidt's** "Good Shoes" OPPOSITE POST OFFICE



PACKARD Interurban Truck

Running between Medford and Ashland for freight and express. Phone calls to Medford Garage or

A. S. AMES, Ashland. Phone 371-J-3

Mr. Farmer

Do you realize that Diamond Edge garden tools are the very best?

Mr. Mechanic

Do you know why you should buy Diamond Edge tools?

IT WILL PAY YOU BOTH IF YOU ALLOW US TO SHOW YOU

Diamond Edge tools are really and absolutely guaranteed!

Shapleigh Hardware Co