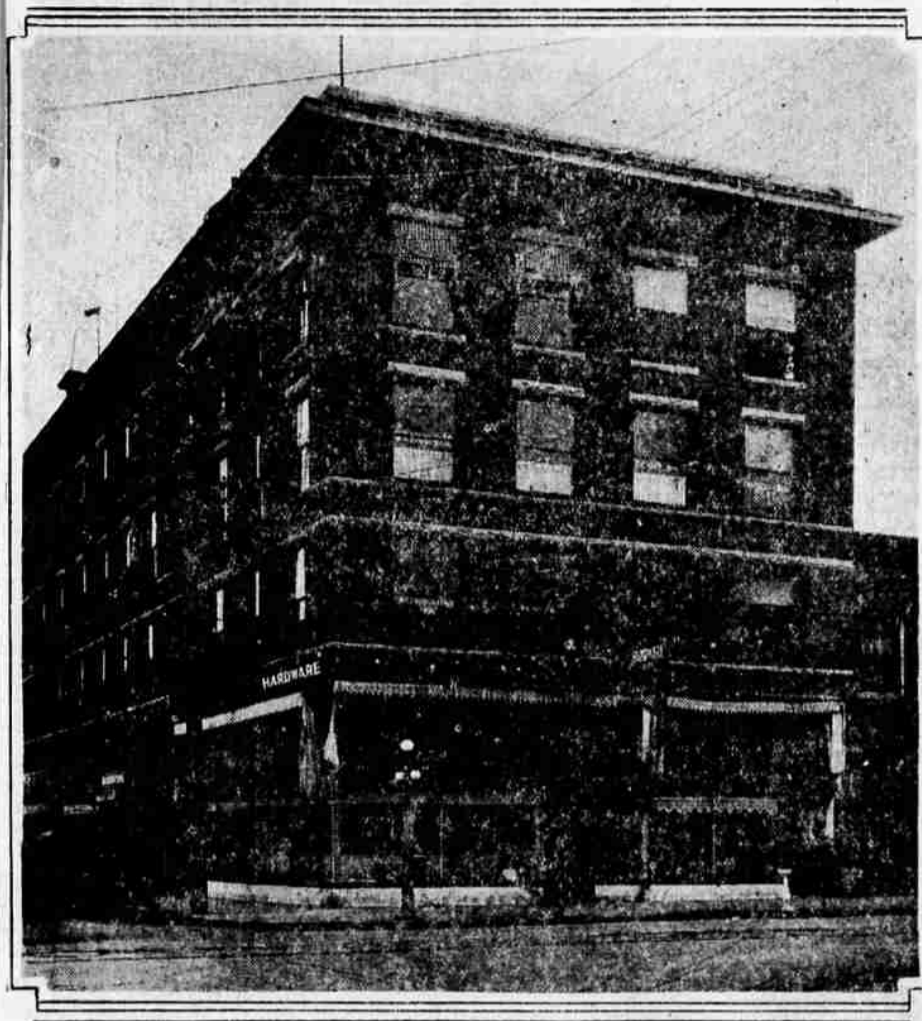


Liberty Building to House Standard Oil Offices



On the second floor of the Liberty building at Main and Grape Streets, the Standard Oil Company will establish its main sales agency for the vast territory from Eugene to the Sacramento district and from the Pacific Ocean to Reno, Nevada. This city will be the distributing center for this great area.

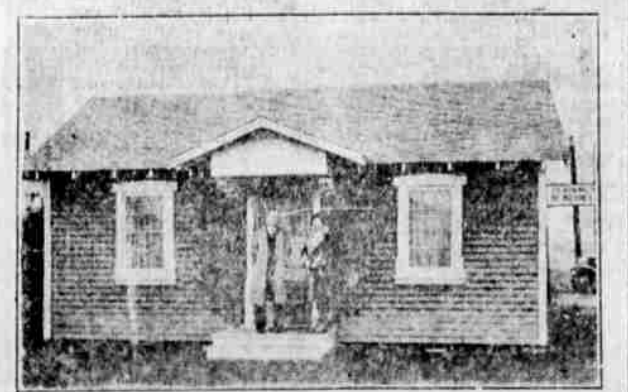
STANDARD OIL PLACES SALES OFFICES HERE

Medford Is New Distributing Point for Large Area — Offices Will Soon Be Established in Liberty Building — Further Development Expected.

One of the most important business announcements in Medford during 1929 was made by the Standard Oil company, which is establishing offices to serve as the main agency for southern Oregon and northern California, serving that large territory from Eugene south to Sacramento, bounded by the Idaho and Nevada state lines on the east and the Pacific ocean on the west.

The specifications will provide offices and equipment usually installed by a metropolitan banking house. The new offices are expected to bring from 10 to 15 families to Medford from California and other parts of Oregon and business may later attract from 30 to 40 families.

Central Point Health Center



View of Central Point Health Center building, first of the kind to be constructed in Jackson county. In front of the building are Dr. B. C. Wilson, the new county physician, and Mrs. Lyda King, county nurse.

CENTRAL POINT HAS THE FIRST HEALTH CENTER

Nearby Town Has First Building Used Exclusively As Health Center—Review of Year Shows Marvelous Record for 1929.

Pointed out as being the first building to be constructed for the purpose in Jackson county, the Central Point Health Center was completed last year and has been in regular service since last June.

The health association is largely responsible for its construction and continued success. Mrs. Lyda King, county nurse, has office hours at the center each week.

The health unit is also operating a health center in the Berrydale district where it is located in a building a short distance north of the end of Riverside avenue.

GERMAN ATHLETES MAY FLY TO U. S.

BERLIN (AP)—Trans-Atlantic crossings via Zeppelins are expected to be so commonplace in 1932 that Germany's Olympic team is likely to choose that transportation for its voyage to Los Angeles.

THE FARGO EXPRESS NOW IS A REFEREE

DULUTH, Minn. (AP)—Billy Petrolle, the Fargo Express of the ring, who had Champion Sammie Mandell within a whisper of a knockout two years ago, now is a licensed referee.

Petrolle quit the ring with a nest egg of \$75,000 and has his own home here. He is married.

Kimball Fruit Company Builds Attractive \$25,000 Plant During 1929



Attractive new plant of the Kimball Fruit Company, opened June 30th in this city. C. C. Darby is District Manager.

1929 NEAR THE TOP IN TOTAL BLD'G PERMITS

1928 Exceeded By Over \$100,000—Only 2 Years, 1925 and 1926, Shows Greater Activity — New \$100,000 Movie Theatre Started.

Table with 2 columns: Year, Amount. Shows building permit values from 1921 to 1929.

Showing a substantial increase over the preceding year, the building program in Medford, 1929, reached a total of \$455,430, with 353 permits issued.

The new city fire hall was completed last year at a cost exceeding \$15,000 and a \$5,000 home for Mrs. Margaret Feasley was constructed. Another \$25,000 addition to the Medford Ice and Storage company was also completed.

Medford's Cat and Dog Hospital



Constructed a year ago, through the co-operation of Medford and southern Oregon humanitarians and animal lovers, the cat and dog hospital, operated by Dr. D. W. Stone on North Riverside avenue is filling a long felt want.

LARGEST COLD STORAGE PLANT ERECTED HERE

Addition to Medford Ice and Storage Built During Past Year Makes it Largest Institution of Kind On Pacific Coast.

The Medford Ice and Storage company, during the past year, expended more than \$200,000 for improvements to their plant located on South Fir street.

The pre-cooling plant, modernly equipped throughout, has facilities for the handling of 20 cars of fruit every 24 hours.

Plans for the coming year are now under consideration, and will be discussed at the annual meeting of the officers and directors to be held this month.

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FARM COOPERATIVE EXCHANGE EXPECTS A PROSPEROUS 1930

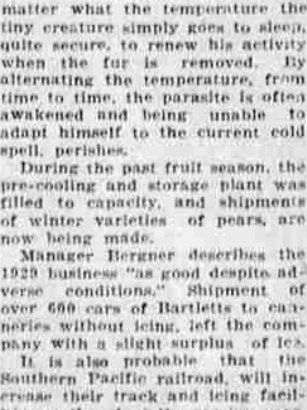
The Farmers' Exchange Cooperative, beset in the closing weeks of 1929 with troubles, to which any enterprise may fall heir, faces the New Year with renewed hope and brighter prospects.

Reorganization of the concern has been under way for two months, and according to Attorney O. C. Hoops, general director, the expenses have been clipped fifty per cent.

The cooperative conducted turkey pools at Thanksgiving and Christmas, and plan another one for the latter part of January.

Under the provisions of the Farm Aid bill, the local institution is entitled to apply for aid, and can secure funds thereby for the improvement and increase of the mechanical equipment.

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Medford Fruit Brought Into Valley Over \$6,000,000 in '29 Best Record in Local History

Nineteen hundred and twenty-nine will go down in the annals of the fruit industry in the Rogue River valley, as "a grower's year"—a year outstanding for its financial returns for the crops, and its untold action for the development of new markets and movements of high import to the future welfare of the orchards and the orchardists.

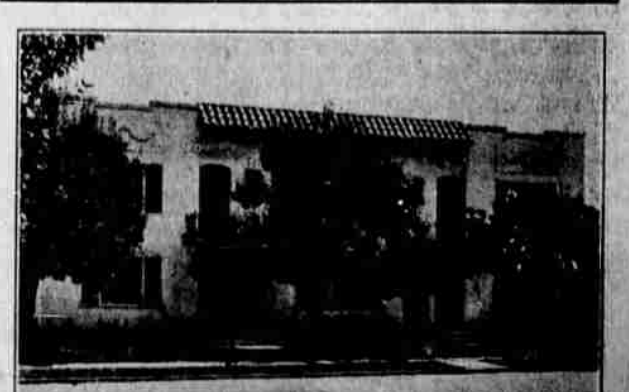
Table with 2 columns: Variety, Cans. Lists various fruit varieties and their quantities.

Among the high achievements of the past season, backed by the Fruitgrowers' League, and the Rogue River Traffic association were: The Ross pear campaign of the Winter Pear committee in Detroit, a new market, where Ross were sold at a slightly higher average, per box, than in New York City.

SELECT CLOTHES FOR YOUR HEALTH AND NOT FASHION

What the well-dressed man will wear this season may be important to some folks. But, regardless of fashion hints, the happy man during the next three or four months will be the warmly dressed man.

Beautiful New Findlay Apartment



The attractive new Findlay apartments at the corner of Holly and Twelfth streets, erected during the past year by H. T. Findlay.