

New Southern Oregon Gas Corp. Building Opens In Medford Saturday

Modern Features Embodied In Beautiful Structure . . . Public Invited to "Open House" Ceremonies

OFFICIALS HERE
FOR CEREMONIES
MARKING OPENING

Cost of Structure Set at
\$25,000 — Latest Gas
Equipment Is Featured—
Company Success Noted

The attractive new Southern Oregon Gas company office building at the corner of West Main and Holly streets will open to the public tomorrow morning, with the public invited to drop in any time during the day for an "open house" examination.

The building, completed at a cost of \$25,000, is said to be the most up-to-date one of its kind in the state if not on the west coast, with insulated, re-inforced concrete walls, sound-proof ceiling and handsome tile floors. Office equipment, following the modern trend, is largely made of metal, fixtures are of the latest design and predictions are being freely made that the new unit will take its place as one of the show business establishments of southern Oregon.

The building is heated and lighted indirectly by gas. A Ford V-8 motor is housed in the rear of the building, running its own generator and burning gas that is sent into the cylinders through a special carburetor, directly from the company's mains. Enough electricity is generated to run all the electric motors used in the shops and in the big air conditioning furnace, and the electric lamps overhead. Novel light fixtures have been installed, and there is no glare anywhere in the building. The high intensity blue neon signs on the front of the building will also be lighted by the electricity generated in the efficient little plant.

The front of the building is to be lighted by three gas arc lamps of 3,500 candle power each, the three generating more light than all the regulation lamps that line Sixth street in this city, it was claimed.

The Electrogas air conditioning furnace is a novel feature never before seen here. It is equipped with an air cooling and an air heating device, a humidifier and blowers which run silently. Air is drawn in through floor vents, passes upwards into the heating unit in cold weather or into the cooling unit in hot weather so that a constant temperature and humidity is maintained in the building at all times. The air is constantly circulating, and it is expected that the building will be one of the healthiest in the city for office workers, of whom there are 12 the year round.

Two rooms in the rear confine shop and repair space noises, so that there is no disturbance in the front office at any time. These shops are lighted by gas mantle burners giving an even light.

The offices are so constructed that very few street noises penetrate, despite the fact that the building is enclosed in plate glass on two sides. Venetian blinds and awnings will keep the sun glare out of the offices during the summer, it was shown.

A model kitchen, to be a stationary attraction, has been built into the east wall of the main display room. This kitchen has built-in steel cabinets, a processed linoleum drain board, novel built-in cupboards and shelves, a gas range, a gas water heater, and many other features. From time to time the fixtures will be changed, but the main kitchen will remain substantially as it is.

Mrs. Grover Love of San Francisco, home economist of note, will be in Medford for the grand opening and give demonstrations from this modern kitchen. The facilities will be occasionally given over to ladies who care to prepare meals for church parties and similar occasions, it was said.

J. A. Ward, president of the Public Electric Power corporation, with headquarters in San Francisco, is in the city. His company operates the Southern Oregon Gas company as a subsidiary unit. He will remain in the city until the new home of the local company is running smoothly.

Ward stated that gas receipts, as outlined to him by D. E. York, gen-

Artist's Sketch of Southern Oregon Gas Corp. Home at Main and Holly Streets



Southern Oregon Gas Corp. President



J. A. Ward, president of the Southern Oregon Gas Corporation, who will personally attend the opening ceremonies Saturday at the new home of his company at Main and Holly streets in this city. Mr. Ward is enthusiastic over the prospects of substantial development of the Southern Oregon country and the expansion of his company in Medford is evidence of this optimistic outlook.

eral manager, show that gas consumption in Medford during the last year has skyrocketed 40 per cent over figures for the preceding year.

Secretary-Treasurer



Among the officials of the Southern Oregon Gas Corporation who will come to Medford for the opening of that company's new building here is Edward A. Grens, secretary and treasurer for the corporation.

being made from coal in the old plant near Phoenix. The new fuel, shipped here in a liquid state in tank cars, is odorless and mixed with about 80 per cent air, burns with 880 b. t. u.'s (British thermal units), producing one of the hottest flames practicable in commercial use.

When the new type gas was first used in Medford it was more or less of an experiment. The experiment, however, has proved a marked success, Ward said. He declared that more and more housewives are turning to the hot, clean heat.

Edward A. Grens, secretary-treasurer of the company, will also attend the opening.

The job of moving equipment, of-

General Manager



D. E. York, vice-president of the Southern Oregon Gas corporation and general manager with headquarters in Medford. The erection of the modern new headquarters for the corporation here was personally supervised by Mr. York.

rice effects, papers and other paraphernalia from the old office in the same block has already started, and the company will be completely moved Saturday, the day of open house.

Next door east of the company's offices, but also in the new building, is a store space that will be rented shortly, it was announced. The room is not yet completed but will be heated from the same plant that will heat and cool the main offices.

Law Trips Peddler
SAN JOSE, Cal. (UP)—An itinerant soap peddler confessed to "de luxe" methods when arrested here. He ad-

mitted that for years he had driven an expensive automobile, carrying a bicycle in the rumble seat. When he approached a farmer's house he parked the auto out of sight, mounted the

bicycle in rags, and approached his customer in a sympathy arousing state.
Phone 542. We'll haul away your refuse. City Sanitary Service.

Closing time for Too Late to Classify Ads is 1:30 p. m.
Join Hollywood Doubles Contest. Corley Photos, 215 E. Main.



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Anyone can own a Hotzone—so small are the payments under today's thrift-budget financing plan. Inquire at the Gas Company's office. See new models on display.

CONGRATULATIONS

To The SOUTHERN OREGON GAS CORPORATION

UPON THE COMPLETION OF THEIR NEW MODERN BUILDING AT WEST MAIN AND HOLLY STREETS IN MEDFORD



The new home of the Southern Oregon Gas Corporation, reflecting the new trend in modern business building construction, is representative of the high type of building service we render. Estimates will be gladly made on construction work both large and small.

D. R. SMITH

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CONGRATULATIONS

To Southern Oregon Gas Corporation

on the occasion of the opening of their new building

FRANK C. PACKER

DISTRICT MANAGER

Welsbach Company (Hotzone Gas Water Heaters)

Your Neighbors

The
Camelo Cleaners

Compliment the
Southern Oregon
Gas Corporation

Upon the attractive and ultra-modern new office building. It is a credit to the city of Medford.