

Belief In Southern Oregon Has Guided Gas Corporation's Policy

MODERN BUILDING MARKS PROGRESS IN MEDFORD FIELD

President Ward Emphasizes Earnest Desire To Cooperate in Community Development

"We believe in southern Oregon." With this statement, J. A. Ward, president, Southern Oregon Gas Corporation, summarized the policy of the management, which has led to the construction of Medford's newest, most modern business building.

Advantageously located at the corner of Main and Holly streets, with its south side fronting on the park, this attractive structure receives its formal dedication tomorrow evening with a public reception, music and a special display of the newest gas appliances, including the latest development in a gas fired air conditioning furnace in full operation on their display room floor.

"The public is cordially invited to inspect our new facilities," said Mr. Ward. "We have designed and constructed this building for their convenience and service, and we want all of the people of Medford and vicinity to make it their headquarters for information and assistance on any matter relating to fuel, appliances and home or commercial installations."

Mr. Ward emphasized the gas company's earnest desire to co-operate in community development. "This is best evidenced, we believe, by our substantial capital investments, resulting in added employment and putting more money into circulation; and by the fact that we are constantly bettering our gas service, and reducing rates as rapidly as possible."

One of the leaders in public utility development in the west, Mr. Ward is also nationally known for his engineering achievements in perfecting new methods of handling and distributing petroleum natural gas. The plants here, and at Ashland, Grants Pass and Roseburg, embody features new to the industry and are regarded as models for similar installations in other communities throughout the country.

"Naturally," Mr. Ward explained, "we met with some early technical difficulties—pioneering as we were in new methods—and this resulted for a time in occasional inconvenience to our customers. But these preliminary troubles have been entirely overcome and our plants are now running smoothly and efficiently."

"I take this opportunity publicly to thank the people for their patience and co-operation during our trying 'changeover' period last year. They have been most generous in their favorable, even enthusiastic, comments about the new gas—its cleanliness, dependability and high heat-value and economy. This of course is most gratifying to us."

Mr. Ward predicts a brilliant future for the gas industry. Gas fuel, far from being "old-fashioned," in his opinion is leading the vanguard of modernity—with more users than ever before in the history of the industry and a demand for modern gas appliances which manufacturers are taxing their facilities to meet. As gas rates are reduced, consumption increases, making possible further expansion and rate reductions. This in fact, is the basis of the local gas company's policy, Mr. Ward being a firm believer in low rates to encourage increased consumption thus making modern comforts and conveniences available to every home.

Gas Company Established Here in 1909



Today and yesterday are contrasted in these photos of the Southern Oregon Gas Corporation's new building at Main and Holly streets, which opens here Saturday, and (insert) the original building. The latter photo was taken in 1909.

Mr. Ward concluded: "With gas on a par with other fuels, or even lower in cost, its many advantages are bound to result in greatly increased usage. In its combination of speed, cleanliness, controllability, dependability and economy, gas is unequalled by any other fuel, and now makes the gas heated, air-conditioned home a practical and economical fact.

"It is our aim constantly to strengthen our facilities, to improve our service and, as rapidly as possible, to lower the cost of gas by rate reductions. Experience has proved this plan results in the greatest benefit to all concerned—the community, the customer and the gas company."

SOVIET GOAL IS 11,000 THEATERS

MOSCOW (UP)—Eleven thousand sound equipped motion picture theaters will be in operation in the Soviet Union by the end of 1939, according to government plans. The number of theaters, motion picture houses and circuses of all types is expected to reach 44,800, an increase of 8,000 over 1935 figures.

New theaters will be built in Moscow, Leningrad, Alma-Ata, Kazan, Simferopol, Ulan-Ude, Chelyabinsk, Baku, Karkov, Ashkhabad and many other cities.

Construction of the country's largest motion picture theater has been completed in Leningrad. It carries out the traditions of an American "movie palace." The facade of the five-story building is adorned with 15 pillars of Karelian granite. The interior of the building is faced with marble and adorned with bas-reliefs. Seats are provided for 1,500 spectators.

Climber Of Peaks Quits Hobby at 77

JACKSON, Wyo. (UP)—William O. Owen, for whom Mt. Owen in the Teton National Park was named and the first man accredited with scaling lofty Grand Teton, has been forced to cancel his climb of Grand Teton this year due to threatened blindness.

The 77-year-old mountain climber had planned to retain his title this year of the oldest man as well as the first to climb the famous peak.

Be correctly corrected in an Artist Model by Ethelwyn B. Hoffmann.

FOR PERSONAL LOANS OF ALL KINDS W. E. Thomas, 45 S. Central.

CREDIT FOR FIRST FRENCH RAILROAD IS GIVEN TO CULT

PARIS (UP)—Elaborate plans are being made for the celebration next year of the centenary of the Paris Saint Germain railroad upon which Samuel P. B. Morse worked some of his first experiments in telegraphy. Parliament did not authorize Louis Philippe, the "citizen king," to ride on the first French railroad train for fear of accident. But Queen Marie-Amelie was permitted to take the short trip, and the king, who had gone there by coach, greeted her when she reached Saint Germain. The following day the line was opened to the public and met with great success, transporting some 20,000 persons daily.

The first French railroad was achieved by the work of "Saint Simonians," a strange religious group whose cult was actually based on the construction of railroads. As far as is known, Saint Simonism is the only gospel that ever proclaimed railroad construction as a religious act and sacrament. The first French railroad company was organized in the church of this religious group in Paris, and soon a sort of "Railroad University" was established from which emerged the engineers, administrators and financiers who were to organize the large French railroad systems which exist today.

That France would have had railroads today even if Saint Simon and his religious sect had never existed, is not disputed, but the historic fact remains that they equipped the French nation with its first railroad.

We Congratulate
The Southern Oregon Gas Corp., upon the opening of their new home.
The Tile Work was Done by
ED TOBIN

Gas Masks Worn 10 Days In Test

MOSCOW (UP)—Four Russian workmen lived in gas masks for 10 consecutive days without any ill effects. During this time they carried on their every day activities and removed their masks only for four half-hour periods daily—for washing and eating. Every night they slept in the masks.

One of the workers made a daily speech describing his experience.

Notice.
Lee Churchill is not and has never been connected with the Baldwin Piano Shoppe in any way other than renting of a teachers studio and that service has been definitely discontinued. BALDWIN PIANO SHOPPE.

We Congratulate
SOUTHERN OREGON GAS CORP.
Our next door neighbor
Wm. HAMMETT
PLUMBING AND HEATING
225 WEST MAIN

'MAGIC CHEF' IS POPULAR RANGE

Few, if any trade names are better known to American home-makers than "Magic Chef"—one of the most popular gas ranges on the market.

A leader in modern designing, the American Stove company, manufacturer of the "Magic Chef," pioneered the present-day trend which is reflected in simplified lines, the use of stainless steel tubing and other features found in so-called "modern" home furnishings.

Recent lower-priced models round out this popular line of gas ranges, embodying many of the features which were formerly found only in more costly models.

Among newer features are the swing-out broiler and a combination condiment shelf and electric light. This lamp is so arranged as to flood the cooking top with light, at the same time avoiding glare.

Southern Oregon Gas Corporation is showing some of these beautiful, ultra-modern "Magic Chefs" in the elaborate appliance display which is a feature of the new building.

To serve its rapidly growing Pacific Coast trade, this manufacturer has recently installed its Pacific coast sales division, managed by E. B. Millikin, in a new building in San Francisco, where a large stock of ranges and parts is carried and complete facilities are maintained.

HAWAII TO EXPORT BUG-EATING TOADS

HONOLULU (UP)—"Hawaiian toads" are the latest discovery of American agricultural experts in their efforts to find destroyers of insects that attack crops.

We Congratulate— SOUTHERN OREGON GAS CORPORATION

on their selection of these nationally known products:

WEST-MADE DESKS
MILWAUKEE CHAIRS
HEYWOOD WAKEFIELD CHAIRS
INVINCIBLE STEEL FILES

which were chosen to harmonize with their modern new home

Office Stationery and Supply Co.
"Your Office Boy"

We CONGRATULATE

the

SOUTHERN OREGON GAS CORPORATION

We Are Proud

to have had a part in the construction of this Modern Business Building

ROGUE RIVER ROOFING CO.

132 West Main

Phone 640

THE DEW DROP INN

213 West Main

CONGRATULATES
SOUTHERN OREGON
GAS CORPORATION

On Their New

NEW MEDFORD HOME

The man who inspired all this activity—Claude Henri de Rouvray, Count of Saint Simon—never saw a railroad. He fought with Lafayette in America and on his return to France founded the religious group which followed his social philosophy. Saint Simon died in 1825, and three quarters of a century later a group of Saint Simonians surveyed the route for the Suez canal. Following the establishment of French railroads, the sect gradually disappeared, and today there is not a Saint Simonian temple in France.

AUTO LOANS AND REFINANCING
W. E. Thomas, 45 S. Central.

GUN REPAIRS. Expert gunsmiths
Sims Bros., 23 N. Fir. Gun sights.

Buckingham's Ice Cream, Candy & Party Specials. The Great, 230 S. Cent.

... "NO MODERN BUILDING IS COMPLETE WITHOUT AIR CONDITIONING"

We are proud to announce that

Southern Oregon Gas Company
has Selected

Electrogas
AIR CONDITIONING
HEATING EQUIPMENT

for exclusive distribution; and, for their own comfort, have installed the latest Electrogas air-conditioning heating equipment in their beautiful new home.

Now on display in their showrooms—the newest developments in ELECTROGAS Basement and Floor Furnaces. . . There's a size and style to fit all purses.



ELECEROGAS won in competition with all others.
We are Grateful!

ELECTRO GAS
Furnace & Manufacturing
Company
San Francisco

TWO GOOD REASONS for Plentiful, Cheap RUNNING HOT WATER PENFIELD



The automatic water heater that gives modern hot water convenience at lowest cost. Think of an abundant supply of flowing hot water—ALWAYS ON TAP. Bathing, laundering, dishwashing, shaving—all become new pleasures with this "mere-pennies-a-day" luxury.

Low-Cost Gas Fuel

Modern Gas Fuel is the cheapest and best method of automatic water heating. You can pay for your Penfield water heater on the savings made by reductions in Petroleum Natural Gas rates.

We congratulate the Southern Oregon Gas Corporation on the opening of its new, modern Medford Building.

See the Penfield Water Heaters on the new display floor

Montgomery Brothers

Western Distributors

SAN FRANCISCO — LOS ANGELES — PORTLAND — SEATTLE