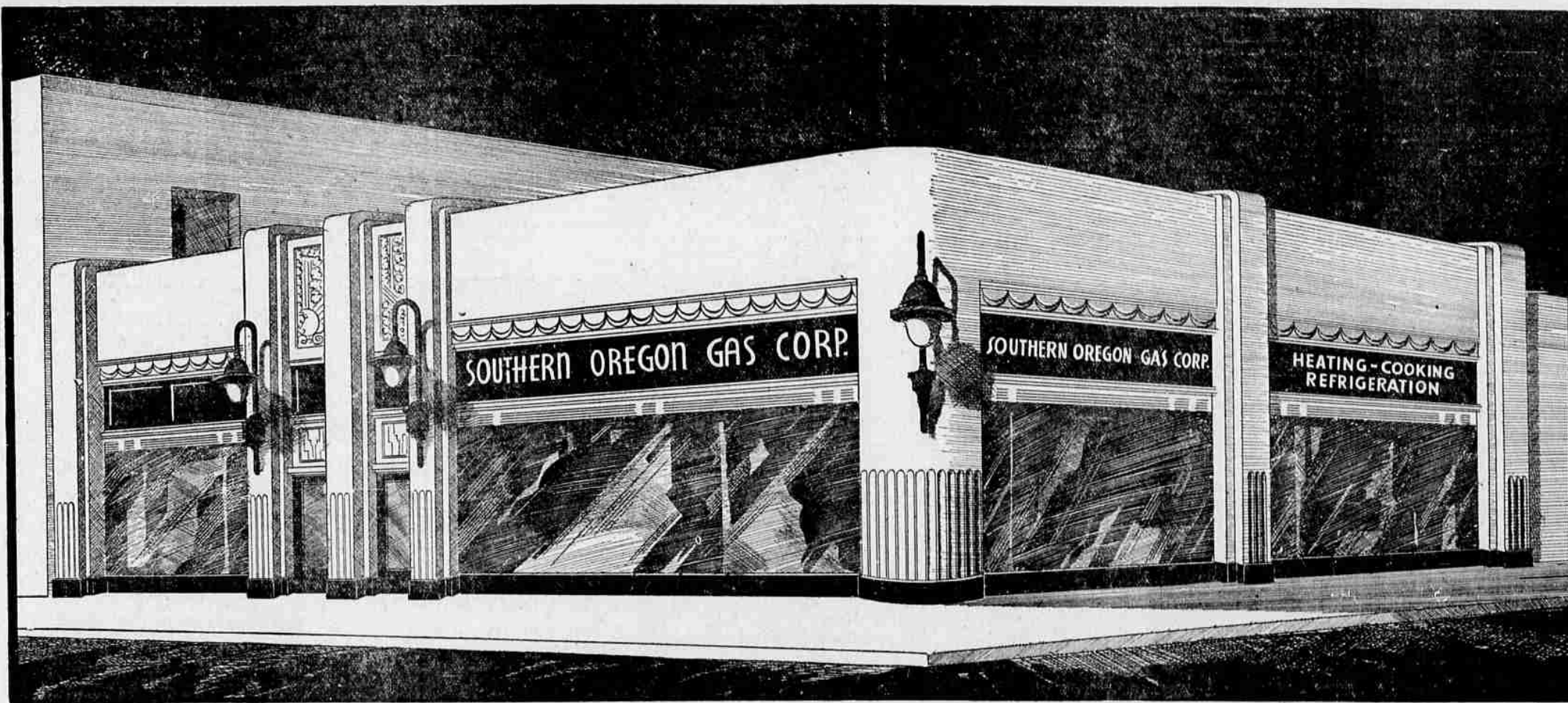


IN STEP WITH SOUTHERN OREGON



GAS MARCHES ON

Ever forward with a progressive people—The Modern Fuel attains another milestone —as your Gas Company dedicates this beautiful new building to Public Service.

THE immediate welfare and future progress of Southern Oregon are of vital interest to your Gas Company. • Ever since the present management assumed control, a program of improvement and expansion has been carried on — involving investments aggregating many thousands of dollars. • These capital investments—in plant, equipment, distributing facilities, and now, this modern building—are being made primarily because of our faith in this region and its people.

A TRIBUTE TO OREGON PIONEERS: Here the splendid pioneer spirit that built America and the West still prevails. With this spirit of vision and courage, and with unlimited resources yet to be developed, the people of Southern Oregon will continue to go forward. And we, representing the great American Gas Industry, promise to keep pace. • But our new headquarters, like each achievement of the Oregon pioneers, is not an end in itself. Rather, it is another link in a chain of progress; another step towards realization of our oft-expressed ideal: *A gas service second to none in the West, at the lowest possible rates consistent with sound management.* And each improvement, each rate reduction, benefits not alone Medford, but also Grants Pass, Ashland, Talent, Phoenix and Roseburg. Their interests, too, are ours.

ENGINEERING PROBLEMS SOLVED: The recent history of your Gas Company reflects the present management's policy of constructive community service. • With the introduction of clean, modern PETROLEUM NATURAL GAS, we eliminated objectionable features of the fuel formerly distributed here. Costly experiments were conducted in new methods of storage and distribution; for we too were pioneering. Our plants were completely reconstructed. Finally, the difficult engineering problems were solved. • But this was not enough. We wanted more families to enjoy more of the comforts and conveniences of Gas, the Modern Fuel. Rate reductions were next in order.

GAS RATES CONSTANTLY REDUCED: Early last fall a new low rate for gas heating was announced. Since then, our rate structure has been constantly revised downward, culminating in added reductions the first of this month that will save our customers as much as 42%. • This policy, in our opinion, is sound business practice. The lower we can make the cost of our gas, the more of it our customers, old and new, will use. This means increased volume of business. More revenue makes possible further expansion and still lower rates. Every one benefits — the customer, the community and ourselves.

NEW GAS APPLIANCES "HAVE EVERYTHING": The Gas Industry has a great future. Gas appliance sales during 1936 have soared to new records, and the demand is constantly growing. To meet this demand, we not only cooperate with local appliance dealers, but also distribute leading makes of gas appliances ourselves. • *There is nothing more modern than today's gas fuel and gas appliances.* Manufacturers are setting the pace in automatic features and beauty of design. Their products are as different from those of a few years ago as today's automobiles from the cars of 1929. • We are proud to display these brilliantly engineered gas appliances in our new showrooms; you will be proud to have them in your home. Sold at moderate prices and on the easiest of terms, they are within reach of every family.

A CORDIAL INVITATION TO THE PUBLIC: Come and view our attractive display. Inspect our offices and new service facilities. Make our building *your* headquarters for advice and information on any problems involving fuel. If you are planning to modernize or build, let us work with you and your architect or contractor in planning and specifying gas installations. See us before buying any new range, water heater or refrigerator. • To business executives, also, we offer helpful cooperation. Investigate the exclusive advantages of modern, gas-fired commercial and industrial equipment. • In short, our officials and attendants are on duty to serve you — eager to aid in making life happier, more comfortable for your family—ready to furnish technical information that may save money and increase profits in your business — as GAS MARCHES ON.

FEATURES

of Southern Oregon's newest, most modern business-building—headquarters for Gas, The Modern Fuel.

DOWN-TO-DATE DESIGN: Architect Frank C. Clark and General Contractor D. R. Smith have collaborated in creating a structure both distinctive and strikingly beautiful.

GAS EXTERIOR LIGHTING: The flood lights bathing the exterior in a soft, mellow glow are of a new type using gas. Note the absence of glare and eyestrain when looking directly at this new gas light.

MODEL KITCHEN: A feature of the display room is a complete model gas kitchen, with rust-proof, warp-proof cabinets of "lifetime" steel.

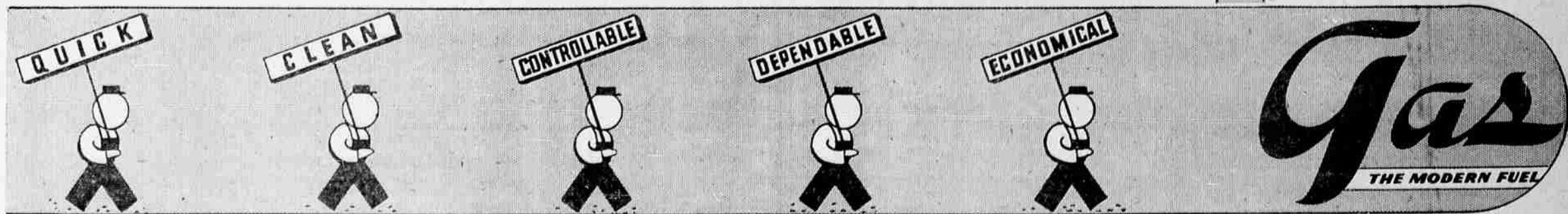
GAS HEATING AND AIR CONDITIONING: A fully automatic gas fired air conditioning plant — erected on the sales room floor — furnishes healthful, revitalized, filtered, warm, circulated air in winter and cool air in summer, with humidity and temperature control. (Gas is the only fuel that is absolutely clean, completely automatic, and readily adaptable to positive, accurate control.)

GAS-OPERATED ELECTRIC GENERATING PLANT: Electricity for interior lighting is generated by our own plant, using gas fuel.

TESTING LABORATORY: To assure uniform gas pressure and BTU (heat) content, a completely equipped laboratory has been constructed, for daily tests and calculations.

LARGE DISPLAY ROOM: With its floor of tile, its masonry walls and ceilings, large windows and indirect lighting, the new display room affords a perfect setting for appliances.

ENLARGED OFFICES: Accuracy in maintaining records and promptness in serving customers' needs governed the design of the new business offices. No expense has been spared in providing the most efficient equipment.



SOUTHERN OREGON GAS CORPORATION