

Finishing Touches Put On Leverette Block

NEW LEVERETTE BLOCK ONE OF CITY'S FINEST

Building Represents An Investment of \$125,000 — Houses Montgomery Ward Company and the State Theatre — Construction Handled By Medford Firms.

Another milestone has been reached on Medford's pathway of progress with the completion of the new Leverette block on the corner of Central avenue and Eighth street, ground for which was broken May 5 of this year.

The fine new business structure, which has a frontage of 120 feet on Central avenue and 100 feet on Eighth street, covers three parcels of property, formerly owned by Carrie E. G. Carnahan, John A. Perl and William Hammett, and represents an investment by the owner, Walter H. Leverette, of approximately \$125,000.

The largest user of space in the building is the Montgomery-Ward company store, which has negotiated a ten-year lease for the south 75 feet on the Central avenue street level and will also use the corresponding basement area. This location gives the local branch of the great merchandising corporation a magnificent sweep of show windows and a vast expanse of floor space. The specifications for the equipment installed in the Montgomery-Ward section of the building were prepared by the construction department of the corporation's Chicago headquarters and are the most modern development of mercantile experience, including freight chutes, elevators, display counters, etc.

The show windows are eight feet deep, with copper trim and so arranged as to preclude "fogging" in the winter time through condensation of moisture on the glass. The window display space is finished with birch panel backing and suspended ceilings with the new Textone finish.

Immediately north of the Montgomery-Ward store is the State Theatre, owned and operated by G. A. Roy. The theatre occupies a room 25 by 100 feet and is equipped with the most modern installation of projecting machinery. Removable, cushioned seats and other features with pleasing interior decoration and convenience for patrons.

Negotiations are now pending for the lease of the large corner store room space, fronting on Central and Eighth. It is the desire of the owner to accept only permanent and substantial tenants whose requirements will include the 4000 square feet of basement space available for the street level occupant.

The Wardwell Fur company will occupy quarters fronting on Eighth street, especially designed for the needs of the rapidly expanding business of the concern which has been located in Medford for some years.

E. C. Corn, Medford realtor, will move his office to the room east of that occupied by the fur company. Mr. Corn has been identified with a number of large realty transactions in Medford and vicinity and the growth of his business requires the more commodious quarters.

The second story of the new building contains 34 rooms in which the plumbing and heating systems have been roughed in, although the work of finishing the rooms is awaiting negotiations with prospective tenants whose special requirements will necessitate arrangements peculiar to their needs. General construction work of the Leverette block was contracted by W. H. Merritt, whose experience in major building operations extends back over a period of many years, the past eight of which have been spent in Medford. Remodeling of the Masonic temple, building an additional story on the Hotel Medford and the Gates garage building are a few of the jobs handled here by Mr. Merritt in recent years.

From foundation to cornice the building represents the highest class of material and workmanship, according to Mr. Leverette. The foundation work of extra heavy reinforced concrete was done with the idea in view of adding two more stories in the course of time. The basement is full cement and waterproof and a solid cement wall runs the full course of the structure, from ground to roof, dividing the portion occupied by the Montgomery-Ward store from the balance and making the fire hazard correspondingly less. The wiring, plumbing and, in short, every factor entering into the work, was done under specifications drawn to meet the latest inspection requirements.

Steel lath throughout, all metal ceilings and modern heating installation are further safeguards designed to make for permanency and reduce fire danger.

The Fox electrically welded boiler, weighing 7000 pounds, furnishes steam for the three distinct heating systems used. As described by William A. Aitken, plumber, and heating contractor, the street level rooms, with the exception of the State theatre, are heated by direct, through radiator system. The theatre heating arrangement, which is known as the "univent," delivers 12,000 cubic feet per minute of warm filtered air, without the use of radiators in the auditorium. A slightly different arrangement in the Montgomery-Ward portion of the basement also delivers warm air without the use of radiators. Ceramic tile, a material which presents a non-slip surface under all weather conditions, was used in the vestibule entrances. This material, installed by Gilmore & Lowe, the experts of Salem, Ore., also adds to the attractive appearance of the first floor entryways.

W. H. Lewis, painter, handled the exterior and corner store room paint work, while the Montgomery-Ward space was finished by R. R. Tremaine and crew.

The Campbell Sheet Metal Works furnished the Oil-O-Matic oil burner which stokes the heating plant boiler without manual attention, and the same firm also installed a large portion of the metal work of the building, the balance of the metal work being done by the Showers Metal Works.

Interior fixtures and glass work was largely handled by the Trowbridge Cabinet Works, the plate glass installation probably being one of the largest jobs of the sort in the city. A guaranteed ten-year Fabco roof furnished by the Big Pines Lumber company will sheathe the building against the elements, while a substantial coat of success applied by Brandt & Jensen also serves to seal the building against action of winter's cold and the summer sun. During his nine years' residence in Medford, Mr. Leverette has devoted his time to orchard and ranch property transactions as well as a city residence deal. His faith in Medford and the Rogue River valley has been rewarded each year in the substantial growth of property values and the new Leverette block is an outstanding pledge of his faith that the future will show a correspondingly satisfactory condition for the investor.

ACCIDENT TOLL IN GOTHAM IS 4538

NEW YORK, Sept. 13.—(AP)—Accidents caused the death of 4538 persons in New York City last year, the New York safety congress announced today. Of this number, 942 were children between the ages of 5 and 14 years. Automobiles caused 1135 deaths, falls 1020, drownings 475, burns 340, street cars 136, railroad 51, and the others died from various causes.

MONTGOMERY WARD NEW LOCAL STORE OPENING SATURDAY

Saturday, September 15, the Montgomery Ward company, one of the world's greatest merchandising concerns, will open a chain store in the new Leverette block, corner Central avenue and Eighth street. The establishment which will employ approximately forty people, thirty-eight of whom are Medford residents, has a 75-foot frontage on Central avenue with 15,000 square feet of floor space, 3,000 feet of which is in the basement stock room.

Stock will be handled under 48 general divisions, with division heads in charge of each, except in a few instances where two or more related types of merchandise will permit grouping under one head. The method of transacting business will be the same as any retail store, so far as the customer is concerned, except that patrons are permitted consulting a catalogue, to determine in advance of their shopping trip, the prices of goods in which they are interested. Partial payment buying will apply where specified in the Montgomery Ward catalogue.

The policy of the store, according to I. F. Andres, the manager, who was formerly with the company in Helena, Mont., will be the same as that which has governed the Montgomery Ward mail order business for the past 56 years—"satisfaction guaranteed or your money back." Both Mr. Andres and Assistant Manager R. S. McClaffin, the latter coming to Medford following a year's connection with the company's retail store in Portland, are enthusiastic over the prospects for the new Medford branch, and declare the Leverette block to be one of the finest chain store locations the firm has secured so far in Oregon.

Interior arrangement was carried out according to specifications furnished by the Chicago headquarters and fixtures which follow the latest and best practice were built by the Grand Rapids Fixture company. Lamson cash system equipment connects all sections of the store with the office. Illumination follows the standard used by the company and the show windows, were especially designed and installed to meet the Montgomery Ward requirements.

The main floor stock displays include drygoods, shoes, furniture, men's furnishings, toilet articles, musical instruments, jewelry, notions, sporting goods and radios. The mezzanine floor has ladies', infants' and juvenile ready-to-wear while the basement stock includes the heavier merchandise such as hardware, plumbing fixtures, paints, household ware, builders' equipment, electrical fixtures, auto accessories and the famous Riverside tires.

In connection with the wide variety of goods handled, it is interesting to note that over half of the goods sold in this territory are manufactured in the west. According to the store manager, it is the policy of the company to place

Visions of Down on the Farm



manufactures on the market as largely as possible in the districts in which they are produced, and to base stocks upon the particular demands of the community served. Thus the Medford house while endeavoring to carry an assortment sufficient to meet the needs of this territory, would not, however, have the same layout as, for example, one of the company's chain stores in the Great Lakes district.

Expansion of the Montgomery Ward chain store system has been rapid, and it is said the concern will establish 1500 stores within the next three years. It is proposed to install such stores in every town in the country which boasts a population of 6000, or more.

Weekly conference of store personnel will be held here for the purpose of tutoring employees in Montgomery Ward methods. Mr. Andres and Mr. McClaffin will establish permanent residence in Medford and are much pleased with their new environment.

SAME OLD STORY AT THE CROSSING

GARY, Ind., Sept. 13.—(AP)—Seven persons were killed and another was injured, probably fatally, when a westbound Grand Trunk freight train struck their automobile at a grade crossing on the edge of Gary early today.

The dead:

D. S. Pollock, 59, Liberton, Mo.
C. C. Mainord, 37, Mathews, Mo.

A woman, 35, believed to be Mainord's wife.
Mrs. Anna Jones, 25, Mathews, Mo.
A boy, 20 months old.
A girl, about four months old, Howard Smith, 28, Dearborn, Mich.
A seven-year-old boy, unidentified, was near death in a hospital. The party was on route to Flint, Mich.

SAN FRANCISCO—Parts of Northern California received the first showers of the season, with the amount varying from a half trace here to half an inch at Eureka. The United States weather bureau here predicted further precipitation.

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MEDFORD FIRMS CONFESSED KILLER AIDED BIG JOB OF FOUR POISONS SELF IN PRISON

An interesting feature in connection with the completion of the new Leverette block is the fact that Medford concerns were able to supply materials for such a large undertaking at a rate which enabled rapid progress in all stages of the work.

Oregon Lumber company products were placed on the job by the Big Pines Lumber company in quantities as needed and the Medford Concrete Construction company supplied sand, crushed rock, plaster sand and drain tile from its plant without delay.

The Medford Furniture and Hardware company with its large stock of builders' supplies had its part in the steady progress, as did the Campbell Sheet Metal Works and the Al Piche Hardware store.

The Gold Hill cement plant's Beaver Portland cement was used in huge quantities and the Rogue River Lumber company filled large orders for Fuller's paint.

Electrical installation, one of the most important features in modern construction, was handled expeditiously by the Medford Electric company.

The Trowbridge Cabinet Works which handled the mill work and interior finish, furnished and installed approximately 1500 square feet of plate glass in the building, besides the second floor windows, a total glass job rivaling any previously supplied in the city.

The same company supplied all windows and doors, all interior trim, panel work, display windows, stairways, and the ornamental work about the State theatre location.

The quantity of material supplied and the type of service rendered by local firms interested in the Leverette block construction job indicates Medford's availability as a supply center.

SACRAMENTO, Cal., Sept. 13.—

An autopsy is expected to be performed today to determine the cause of death of Percy G. Barnes, confessed killer of four of his ex-wife's relatives, who was found dead in his cell at the county jail last night, two days before he was to be arraigned on a murder charge. He is believed to have committed suicide by taking poison. A note to his wife found by the side of his body read: "Della, remember what I told you."

Physicians who examined the body at the city emergency hospital expressed the belief last night that death was caused by a dose of poison. Jailers at the county jail are of the opinion that the poison was secreted in Barnes' clothing when he entered the jail.

Barnes is accused of having come on a wild rampage on the night of August 27, because of jealousy over his ex-wife. He was charged with killing his two brothers-in-law, Charles Curtis and Charles Klein, his ex-wife's cousin, Len Gearhart, and her alleged lover, P. C. Muney and with having wounded M. H. Larkin.

SAN FRANCISCO—The state supreme court denied the petition of trustees of the Wilshire Boulevard Congregational church, in Los Angeles, for an injunction barring Frank Dyer, pastor, from the pulpit. The trustees alleged they had terminated their contract with the minister last January, but that he had refused to leave.

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