

Medford Firms Participate in Building of Luman's Food Store

LUMAN BROTHERS' STORE WILL BE MODEL FOR I. G. A.

Opening Saturday Follows Extensive Remodeling of Deuel Building—All Goods Within Easy Reach

Luman Brothers will be officially opened tomorrow, Saturday, as a typical model of the I. G. A. stores, commonly known as the Independent Grocers' Alliance of America, with national headquarters and buying offices in Chicago. Additional buying offices are in New York City, New Orleans and San Francisco.

The grand opening of this new unit in Medford follows the extensive re-building of the Deuel building, corner of Main and Bartlett streets, which has stood vacant since the fire several years ago, when it burned to the extent that only the walls remained.

Luman Brothers new I. G. A. store will be one of the finest complete food stores on the entire Pacific coast, and especially in this section of the country.

Provide Better Service
Luman Brothers are to be complimented upon this progressive step in moving into this new location and in joining this well known organization which will enable them to better serve their present customers as well as new patrons who are attracted to their modern food store. The attractive store front is finished with ivory and blue tiling, while the interior carries out a white and blue color scheme.

Extensive surveys reveal that many American housewives prefer to trade at attractive self-service stores where all merchandise is displayed on low, open shelves, and properly departmentalized and priced. Thus Mr. Luman is adopting self-service.

Every customer will find in Luman Brothers new store all merchandise within easy reach; every article plainly priced and baskets handy as one enters the door. At the same time, those who do not care to take a basket and make their own selections will gladly be given the same fine personal attention they have always enjoyed during the past.

Home Owned Store
The I. G. A. is not a chain, yet it is the largest organization of owner operated stores in the world, according to Charles Luman. Each store is a home-owned institution.

Luman Brothers selected the I. G. A. plan because of its national scope, its buying, merchandising and advertising power. Through such mass buying each member is placed in a position whereby he can offer the consuming public many additional values and advantages.

The I. G. A. system has been endorsed by national statesmen, governors, educators, economists, bankers, trade authorities and others, according to Mr. Luman.

The public is invited to call at

We Welcome Our New Neighbors . . . The

LUMAN BROTHERS

Performs anywhere



An auto radio—a radio for your home—both in one splendid 5-tube Superheterodyne Model, and for the price of one! In a moment you can transfer this easily portable radio from room to room, house to car, for continuous, pleasing listening-in. Plays from either an auto battery or any AC socket, and plays well—giving the kind of reception you expect from a modern set.

Bargains in Used and Repossessed Radios, Ranges, Refrigerators, Pianos.



PALMER

MUSIC AND ELECTRIC STORE

E. Main and Bartlett

LUMAN BROTHERS LONG IN BUSINESS

Charles and William Luman, proprietors of Medford's spacious new food store and meat market in the Deuel building at the corner of Bartlett and Main streets, are among this city's best known meat dealers, having been in business here for the past 17 years.

Always progressive and successful through good times and bad, the Luman Brothers have built up a large patronage throughout the Rogue river valley, and their friends have watched with interest the completion of the store which opens officially tomorrow morning.

The fact that no effort or expense was spared in making the Luman Brothers establishment one of the outstandingly attractive stores in Medford indicates their faith in the future of this community.

Both of the Lumans are interested in the agricultural activities of the Rogue river valley, and have been instrumental in developing a number of civic projects.

IDAHO GOVERNOR GIVEN BIG VOTE

BOISE, Ida., Aug. 17.—(AP) Backed by a plurality of the Idaho Democratic vote cast in Tuesday's primary election, Governor C. Ben Ross, one-time cowboy, was off to a flying start today in his precedent-setting attempt to serve for a third consecutive term as state's chief executive.

Of a total of 49,963 Democratic votes cast for governor in 554 of the state's 820 precincts, an unofficial tabulation showed that Ross received 27,029; his two opponents, 22,934.

The latter were shared by Frank Martin, attorney-general of the state 30 years ago, who received 15,616, and Asher B. Wilson, who received the balance, 7,318.

Frank L. Stephan of Twin Falls, also a former attorney-general, was nominated by the Republicans by 14,732 votes.

this attractively arranged complete food store tomorrow to profit by the exceptional values offered in celebrating the opening day.

FINE EQUIPMENT WILL BE FEATURE OF LUMAN STORE

Grocery, Fruit, Vegetable, Bakery and Meat Departments All Latest Design—Huge Refrigeration Plant

Attention of food buyers and sellers has been centered this week on the interesting activities at Luman Brothers' new store at the corner of East Main street and South Bartlett

street, in anticipation of the grand opening, which will be held tomorrow.

Through the three large plate glass windows at the front of the building passersby get a complete view of the attractive fruit and vegetable grocery, bakery and meat departments. A string of lights at the top of the windows gives a good lighting effect, and eight overhead fixtures provide additional illumination.

Spacious Quarters.
Luman's store building covers 110 by 50 feet of floor space, making it one of the most spacious business places in Medford and southern Oregon. Six pillars are stationed the full length of the establishment and a blue and white color scheme was carried out in decorating counters, wall shelves and walls. Luman's are affiliated with the I. G. A. organization which is meeting with considerable success throughout the United States on account of the convenient self-service plan and price savings.

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Congratulations LUMAN BROTHERS

We Welcome You to Main and Bartlett Streets

Our Outstanding Fall Patterns Will be arriving soon



STRANG BROTHERS

PLATE GLASS AND MILLWORK

Furnished By

PADGHAM PLANING MILL

1309 Court St. Phone 521

Boats Made to Order

If you like the attractive blue and white tile effect on the front of

Luman Bros. New Store

We suggest that you stop in and investigate the other possibilities of Beaver Dense Tile for your bathroom, for your kitchen and for any room in your home that deserves the finest floor imaginable.

Beaver Dense Tile or Tempered Board provides a boat-building material of unusual characteristics. For instance, a boat having a displacement of 35 cubic feet, capable of carrying a safe load of 1500 pounds, will weigh 90 pounds! And, best of all, the cost of this material of surprising qualities is very low.

WE INVITE YOU TO INSPECT A BEAVER TEMPERED BOARD BOAT AT

Economy Lumber Co.

No. Riverside at Court

Phone 594

Congratulations

— TO —

LUMAN BROTHERS

Upon the Opening of Their Fine New Food Store Tomorrow

Firestone SERVICE STORES, Inc.

9th and Riverside

Phone 520

We Congratulate Luman Brothers Upon the Opening of Their Fine New Food Store In Medford Tomorrow



Housewives Can't Be Fooled These Days —

Electricity Plays An Important Part In Every Modern Food Store

THE largest percentage of the home buying is handled by the housewife . . . and she is thoroughly capable of handling this important duty! When she fills her pantry needs she makes certain that foods are in perfect condition . . . that's why wise merchants pay particular attention to REFRIGERATION . . . Modern food stores also must be clean, attractive and WELL LIGHTED . . . that is the reason food merchants consider PROPER LIGHTING of primary importance . . . the services of this company are at the disposal of all who desire advice and assistance on lighting problems.

We Extend Sincere

CONGRATULATIONS

— to —

Luman Brothers

Upon the Opening Tomorrow of their

Attractive New Food Store At Main and Bartlett

THIS splendid new store reflects the confidence that its proprietors have in the future growth and development of the Southern Oregon country . . . It is such confidence and courage as this that is making the Rogue River Valley more and more "A Great Country."

The FIRST NATIONAL BANK

A Departmentized Bank



THE CALIFORNIA OREGON POWER COMPANY