

# Smart New Home of Leonard Electric Co. Opens Saturday at 309 E. Main

### OPEN HOUSE WILL BE FEATURED FOR PUBLIC SATURDAY

#### Morris Leonard Is Owner—Opening of Store Marks Expansion; Special Opening Displays Featured

Open house will be observed Saturday, August 3, at the Leonard Electric company's attractive and completely modern store at 309 East Main street, in the Warner, Workman and Core building. An especially fine display of nationally advertised electrical equipment and appliances is being arranged for this occasion, according to Morris B. Leonard.

Leonard's new business establishment is in the center of the downtown shopping district and is many times larger than their former store in the Holly theatre building on West Sixth street. The floor space covers 24 by 140 feet and the main showroom is 60 by 24 feet.

Full length plate glass windows afford effective displaying of fine new electrical fixtures and an exceptionally large stock of high quality merchandise. Indirect lighting and Montag Masters heating systems are being installed so that the Leonard Electric store will be a complete electrical unit. The Montag heating system serves a dual purpose, cooling the air in summer and warming it in winter. Moisture is added to the air by the Montag and a complete change of atmosphere is made five times every hour, according to Mr. Leonard.

Ivory walls with mahogany trim are a good background for smartly designed refrigerators, radios, appliances and other articles which are featured by Leonard Electric company.

#### DANCE

At Bonney's Grill every Saturday night.

### LEONARD HANDLES ELECTRICAL LINE WELL KNOWN HERE

Following four successful years of business in the Holly building location on West Sixth street, Leonard Electric company will be officially opened in spacious headquarters on East Main street Saturday morning, marking an expansion of that well known firm.

Morris B. Leonard has been actively engaged in the selling of electrical equipment and supplies in Medford for the past 12 years and has a complete knowledge of practically all phases of the business. He is an energetic participant in civic affairs and a member of the American Legion Post No. 15 in Medford.

The former Leonard electric store featured Frigidaires, both commercial and domestic, General Electric radios and appliances as well as other well-known nationally advertised products. The attractive new store will continue to handle the same lines of merchandise on a more elaborate scale due to the fact that so much more space is available in the downtown location.

Weber show cases and fixtures, Montag Comfort Masters complete heat units and oil burner equipment, Easy washers and ironers, will all be on display at Leonard's store Saturday.

Leonard Electric company is now introducing in this territory all-metal tubes for General Electric and Atwater Kent radios. This new development provides greater selectivity, particularly in short wave reception, according to Mr. Leonard.

A special representative of the Sunset Electric company, Portland, Ore., will be at Leonard's new East Main location all day Saturday to show a complete line of Atwater Kent radios and demonstrate the all-metal tubes.

### FOOD POISONING BEND CCC CAMP

BEND, Ore., Aug. 1.—(AP)—Stricken with food poisoning, four workers from the CCC camp in the Ochoco national forest were in a hospital here today and 74 others in camp were ill.

The four brought here last night were slightly improved today but the attending physician said he feared they were not out of danger. Something served for breakfast yesterday was believed to have caused the epidemic.

Those brought here were Ed Zych, William Daly and Frank Zevins, CCC workers from Chicago, and L. R. Wyatt, a civilian carpenter from Prineville. Most of the camp recruits are from the metropolitan districts of Illinois.

#### Seek Presidential Pardon.

DENVER, Colo., Aug. 1.—(UP)—Charles Allen Ward, who in 1920 was sentenced to a federal prison term of from one to 10 years on a conviction of selling narcotics, today applied to President Roosevelt for a full pardon and restoration of citizenship.

Use Mail Trouse want ads.

### LANE, MULTNOMAH RELIEF FOLK GET HOMESTEAD OFFER

WASHINGTON, Aug. 1.—(AP)—A forest homestead project near Oakridge, Ore., has been mapped by the resettlement administration.

The works relief administration announced today that Rexford G. Tutwell, resettlement administrator, had applied for \$154,275 to develop the homestead in Lane county.

Plans call for 45 or 50 homesteads, employment to be stabilized by national-forest timber operations and small scale farming. Tutwell reported that present employment in the area fluctuates with economic conditions in the lumber industry and sawmills.

The homesteads would be developed jointly by the resettlement administration and the forest service.

The application for funds paid work would be provided 118 persons, 90 per cent of whom would be drawn from relief rolls in Eugene and Portland, Ore., and the Willamette river valley.

Rentals on the homesteads would be set to make it self-sustaining. The area, Tutwell said, was adequate for 100 families but only 50 homes are contemplated.

#### U. of O. Grad. Makes Good

TOKYO, Aug. 1.—(AP)—Yosuke Matsuoka, University of Oregon graduate, today was made president of the Southern Manchurian railway following the resignation of Count Hiro-taro Hayashi.

LOS ANGELES, Aug. 1.—(AP)—Search for Lieut. Arthur H. Baker, Jr., army reserve pilot, missing for two days after taking a new super-speed pursuit plane on a test flight, lagged today as fear was expressed he had fallen into the ocean.

PORTLAND, Ore., Aug. 1.—(AP)—Bobbie Weinstein, 6, son of Mr. and Mrs. Samuel B. Weinstein of Portland, lost his balance yesterday and fell into the Willamette river and today as fear was expressed he had drowned. His body was recovered last night.

## We Compliment

Morris B. Leonard upon the opening of his fine new store at 309 East Main street in Medford . . . The opening of this store is evidence of Mr. Leonard's faith in the future advancement of this community . . . His splendid store is an outstanding addition to Medford's steadily improving business district . . . This bank is glad to join the entire community in congratulating Morris Leonard upon his enterprise and wish him success . . .

### MEDFORD NATIONAL BANK

## The Newest G. E. RADIOS ON DISPLAY FOR THE OPENING

### LEONARD ELECTRIC CO.'S New Store Saturday

*Congratulations*  
—to Morris B. Leonard upon the opening of his fine, new Medford store . . . We wish him a full measure of success!  
—GENERAL ELECTRIC SUPPLY CORP.

### General Electric Supply Corporation PORTLAND - OREGON

## Congratulations! Leonard Electric Company

Upon the **OPENING** Of Your Attractive New Medford Store

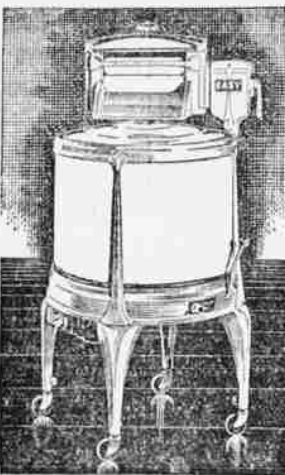
WE ARE GLAD to extend to Morris B. Leonard our sincere congratulations upon the occasion of the opening of his smart electric store at 309 East Main street in Medford . . . This attractive new store is a credit to southern Oregon and a splendid addition to Medford's east side business institutions. Certainly this expansion at this time reflects Mr. Leonard's faith in the future of "A Great Country."

Be sure to see the new Leonard Electric Company store when you visit Medford this week. "Open House" will be featured Saturday . . .

### THE CALIFORNIA OREGON POWER COMPANY

# EASY WASHERS

On Display Saturday at the Smart New Home of **LEONARD ELECTRIC CO.**



## CONGRATULATIONS

MORRIS B. LEONARD is deserving of congratulations upon the opening of Leonard Electric Company's attractive new home at 309 East Main street in Medford. We are glad to join the people of Southern Oregon in extending sincere wishes for success!

Easy Washing Machine Corp. SAN FRANCISCO - CALIF.

## There IS a Revolutionary NEW WAY to HEAT YOUR HOME

### See the Sensational MONTAG Comfort-Air-Master

In actual operation in our beautiful new display rooms. No home is modern without a Comfort-Master. By all means . . . SEE IT before you make arrangements for another ordinary heating plant. NOW, one self-contained unit heats your home . . . provides correct humidity . . . eliminates dust and dirt from the air in your home . . . and keeps purified atmosphere in constant motion in every room. The Comfort-Master is so low in first cost . . . so economical in operation, you can't afford to be without one. Come in TODAY . . . see the Comfort-Master at once!

### Our TERMS Will Let YOU Have A New MONTAG Comfort-Master



or **OIL BURNER RIGHT NOW!**

There's not one reason to wait for modern heating comfort in your home. See us . . . have it now! Have the automatic convenience . . . the real comfort . . . economy and pleasure of modern MONTAG heating at once. Enjoy a product built by a factory which has been located here in the Northwest for more than 55 years . . . backed by us as the authorized local dealer!

No Matter What Your Heating Problem . . . Visit MEDFORD'S HEATING HEADQUARTERS

### LEONARD ELECTRIC COMPANY

We Invite You to Our New Display Rooms Today!

## A CORDIAL INVITATION

Is Extended to the People of Southern Oregon to Attend the

# OPENING

—Of Our—

## NEW STORE at 309 East Main Street, Medford

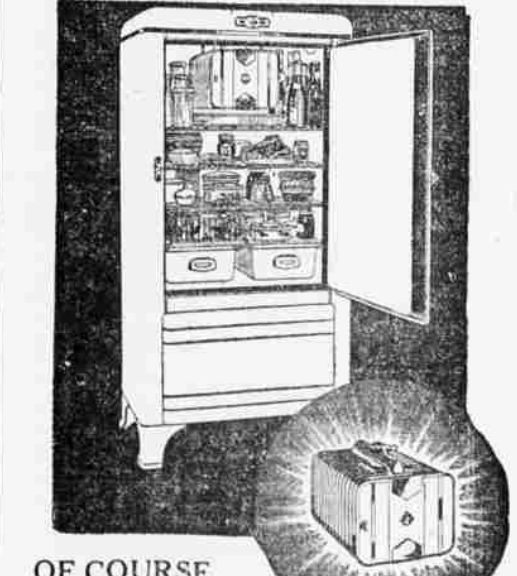
### Saturday, Aug. 3rd

It will be a pleasure for us to show to everyone in this community our attractive, new home at 309 East Main Street. No detail has been overlooked in making this store a model for smartness and convenience. Nationally known, quality merchandise will be featured and personal, friendly service consistently rendered. . . . Whether you buy or not, pay us a visit! You will be welcomed!

—MORRIS B. LEONARD.

### LEONARD ELECTRIC CO.

- Frigidaire
- Domestic and Commercial Installation
- Air Conditioning Systems
- General Electric and Atwater-Kent Radios
- Montag Oil Burners and Comfort Masters
- Easy Washers and Ironers
- G. E. Appliances



## OF COURSE FRIGIDAIRE

And ATWATER-KENT RADIOS WITH THE SENSATIONAL NEW ALL METAL TUBES

Will Be Especially Featured at the **OPENING**

—OF— **Leonard Electric Co.'s. Fine New Store**

COMPLETE SHOWING OF REFRIGERATORS AND RADIOS FOR THE OPENING SATURDAY

We Congratulate Leonard Electric Company upon their enterprise in expanding at this time . . . This fine store is truly a fine addition to Medford's fine business district.

### Sunset Electric Co. PORTLAND - OREGON