

Modern Kitchen Appliances Are Featured In New Gas Headquarters

LATEST DESIGNS
MAY BE VIEWED
IN MODEL ROOM

Cooking Ranges, Water
Heaters, Refrigeration,
Other Equipment Shown
For Homemakers Aid.

A kitchen of beauty is a joy for ever. Although the kitchen has always been the most important room of the home, only within the last few years has it been receiving its proper share of attention in the matter of design and equipment.

In preparing their new office home, the Southern Oregon Gas Corporation has gone far for public benefit in featuring many of the modern kitchen appliances and conveniences available today. Cooking ranges, water heaters, refrigeration and various kitchen accessory equipment.

One new feature is the steel kitchen cabinets. More than usual care is put into the design and finish of these cabinets, climaxing in ultra-modern style and efficiency.

Not only are these cabinets of lasting beauty, but they have many additional features. They are vermin-proof; rats and mice cannot gnaw through them. Foods stored in them are safe from damage and contamination. Furthermore, termite-like voracious devourers of wood that "bore from within" are thwarted by this newest development in household equipment.

Modern design and unit construction methods provide flexibility to permit almost any combination and to accommodate a small or large kitchen; in fact, a space practically any size or shape can be fitted with these cabinets to advantage.

The completely equipped and modern kitchen is both the home laboratory and the buffet where friends may be invited with pride to enjoy a midnight snack with that informality and grace that eliminates from pleasing surroundings.

The steel cabinets featured in the model kitchen of the new gas building are products of the Elgin Stove and Oven company, and distributed

by the Geo. H. Eberhard company, San Francisco.

Measuring Spoon Gift For Ladies Visiting Display

To every lady visiting its beautiful new building and display rooms tomorrow, Southern Oregon Gas Corporation will present a useful kitchen "gadget"—an aluminum measuring spoon set, attractively boxed as a gift—it was announced today by D. E. York, vice-president and general manager.

This handy kitchen utensil provides accurate measurements of ingredients used in cooking—from one-fourth teaspoon to one tablespoon. Women who already have these spoon sets say they would gladly own two, so that separate measurements could be made without stopping to wash and dry the first spoon.

Before selecting this item from its gift to Medford home-makers, the gas company made a careful check and learned that women are universally enthusiastic over these measuring sets, saying that nothing is more constantly useful in the kitchen. Because of their absolute accuracy in measurement, the spoons contribute to that success in cooking which is every housewife's goal.

STUDENT KILLED BY ACCIDENTAL GUNSHOT

WOODLAND, Cal., Sept. 11.—(UP)—George Brewer Knight, 19, Sacramento junior college student, was killed late Wednesday when a 20-gauge shotgun he was carrying on a dove hunting expedition was discharged accidentally.

Ronald Woodhouse, his hunting companion, was standing a few feet away from Knight, whose home is in Brooks, Yolo county, but he could not explain how the accident occurred.

LINER HOOVER SAILS AFTER LABOR TROUBLE

SAN FRANCISCO, Sept. 11.—(AP)—The liner President Hoover sailed at 12:32 p.m. Thursday for Honolulu and the Orient after being tied up here six days because of labor troubles.

The vessel sailed with a full crew. Several unexpected delays deferred the departure. Ship's officers were unable to find five members of the crew and others were signed in their places.

Use Mail Tribune want ads.

HOT WATER MADE AUTOMATICALLY WITH 'HOTZONE'

The "Hotzone" self-action gas water heater, a product of the Weibach company, is one of the modern appliances distributed by Southern Oregon Gas company. The part played by the Weibach laboratories in the progress of the gas industry in America has been continuous since 1887, and, quoting Mr. Walton Forstall, vice-president of the Philadelphia Gas Works Co. in a recent article in the Philadelphia Gas Works News:

"One of the most important changes in the gas industry in the past 50 years was the introduction of the Weibach burner, prolonging for thirty years the lighting service rendered by gas. It is conceivable that the gas industry, here and elsewhere, might well have collapsed had it not been for the Weibach mantle."

During those earlier years of Weibach laboratories research much was learned concerning methods of application and uses of gas, and many have been the devices developed by them. Hundreds of thousands were warmed and made happier by Weibach radiant heaters, just as the millions had enjoyed the long evenings made possible by their gas lights. For decades cities depended upon Weibach mantles for street light after dark, and as, even today, mariners at sea look for the beams of some lighthouse, beams made ever reliable by means of the same Weibach mantle.

From all these years of research much was learned about the use of gas in many other ways than lighting, not the least of which was in its application for automatic hot water service. No single thing around the modern home is used more frequently than the hot water faucet, and to assure that every time it is called upon for service, hot water will be available at a constant temperature, adequate for many and varying needs, Weibach developed the Hotzone automatic storage water heater.

Controls assuring silent, efficient operation were also perfected, and sizes developed for all those varied needs. Hundreds of the customers of the Southern Oregon Gas Corporation enjoy Hotzone service, assuring them of happier, more healthful, easier living. It is affording hundreds of thousands of America's housewives aid to prettier hair, well kept hands and better health; and for each of them is lessening the burden of housework.

Modern conveniences are many and marvelous, but none more so than the ever ready supply of hot water so perfectly supplied by a Hotzone gas fired automatic water heater, and

certainly its savings of time, clothing and soap make its possession an economy none can do without.

GAS HEAT AIDS IN AIR CONDITIONING

Modern air conditioning in combination with automatic gas heating is featured by the Electrogas Furnace and Manufacturing company, San Francisco and Oakland, Cal., whose products are available through Southern Oregon Gas Corporation.

The busy factory of this manufacturer is running night and day according to officials, in an effort to catch up with orders.

In addition to floor furnaces and other inexpensive gas heating appliances for small homes, the Electrogas line includes complete central combination heating and air conditioning plants. These provide: Measured distribution of forced air; winter temperature control; air cleaning, removing 98.2 per cent of dust, pollen and other impurities; automatic control of humidity in winter; summer cooling by circulation of filtered air or with evaporation of water in air washer, or by addition of a refrigeration unit; de-humidification and control of humidity.

Thus, complete control may be had over temperature, summer and winter—a made-to-order indoor climate.

JAPANESE JAILED FOR ARSENAL SNAPSHOT

DAVENPORT, Ia., Sept. 11.—(UP)—A Japanese couple was held in jail today for taking pictures of the Rock Island, Ill., government arsenal although army officials refused to divulge what the developed negatives revealed.

Davenport police hinted federal officials may be called into the case. Nobuzana Tsunura, 29, and Miss Tsunye Yanari, 22, both of Denver, Colo., were arrested today while Tsunura was taking photographs from the Iowa shore of the Mississippi river, directly across from the government arsenal. The camera was equipped with high powered lens.

YAMHILL RESETTLEMENT LAND SOUGHT BY 495

CARLTON, Ore., Sept. 11.—(AP)—W. T. McWhorter, acting projects manager of the McMinnville resettlement office, told a farmers' union meeting here that 495 applications for land in the Yamhill resettlement project had been received. Thirty options on land in Yamhill, Washington and Polk counties have been taken and payment awaits only formal acceptance of title, he said.

GAS CORPORATION SUCCESS AIDED BY SECRETARY GRENS

As secretary-treasurer of Southern Oregon Gas Corporation, Edward A. Grens has what to most men would be "full time duties." Yet this busy official also supervises merchandising sales for the company and has taken a leading part in campaigns which have established new records during the past eighteen months.

Company records disclose that more new gas ranges, water heaters, refrigerators and heating appliances have been added in Southern Oregon during this brief period than in the entire previous history of the company under its former management.

Newspaper advertising is the "backbone" of the gas company's merchandising activities, according to Mr. Grens, who is a firm believer in newspaper space as the most potent form of advertising.

Stimulated by consistent advertising, rate reductions and attractive terms, the demand for gas appliances in this territory has attained a volume requiring carload shipments. Mr. Grens states:

"Anyone who has experienced the advantages of automatic gas cooking, water heating, house heating and refrigeration will never willingly return to other methods." Grens asserts, "Gas appliance manufacturers have led the way in recent years, not only in the development of new convenience features, but also in modern beauty of design and color. The unattractive, black 'gas stove' of 'gay nineties' vintage has given way to the modern range which is the decorative center of today's kitchen—a constant delight to every woman."

Mr. Grens also spoke enthusiastically of the new gas automatic water heaters—an economical unit every family can enjoy all the hot water needed, at any hour, for any purpose from Junior's bedtime bath to father's morning shave, "with the family wash in the bargain."

Although co-operating with local dealers, the gas company also maintains its own merchandising department, a feature of which is the enlarged display in the beautiful showrooms of the new building.

Merchandising plans this fall, Grens announced will center around heating appliances. "With our latest rate reductions," he concluded, "we anticipate the biggest gas heating season in southern Oregon history. We are prepared to co-operate with home owners, architects, builders and business men in planning gas appliance specifications for modernization and

KNOX WARNED TO RETRACT CHARGE

PHILADELPHIA, Sept. 11.—(UP)—Frank Knox, Republican vice-presidential nominee, today was given two weeks' grace by Dr. Luther A. Harr, Pennsylvania department of banking head, to retract statements concerning financial institutions made in a campaign speech in Allentown, Pa., last Saturday.

Knox was quoted as saying "no life insurance policy is secure; no savings account is safe," in his speech at Allentown.

Harr pointed out that there is a law in the state banking code providing \$5,000 fine and five years imprisonment for anyone "spreading false reports about banks or financial institutions."

'TIP' ON BRITES FAILS TO IMPRESS FORESTER

APPELGATE, Sept. 11.—(Spl.)—Ranger Lee Port has indicated that he received a "scoop" on a story of

the Brites brothers a few nights ago, but since his information came at 1:30 at night, he disliked to waken any reporters at that hour, he said. Some Yreka resident, who claimed to have worked with Mr. Port on a fire some years ago, telegraphed the ranger and said he had found the Brites behind a mountain near Yreka. Make

ing a round trip through the Apple-gate and back to Yreka without finding the proper authorities to whom he could turn in his report, he chose to call Mr. Port, and offered him half the reward. The local ranger refused to take his long distance call seriously.

Use Mail Tribune want ads

WE CONGRATULATE

SOUTHERN OREGON
GAS CORP.

Upon the completion of their
New Home

THE PAINTING WAS DONE BY

FRANK J. RUNTZ

Phone 1658

Medford, Oregon

Congratulations

Southern Oregon
Gas Corporation

The Building Hardware in this new building was furnished by this firm.

HUBBARD BROTHERS, Inc.

Main and Riverside

Phone 231



We Congratulate

THE

Southern Oregon Gas
Corporation

On Their New Modern Home
Opposite Our West Side Store
—and Wish Them A Gener-
ous Measure of Success—

J. F. Haws
L. M. Durrell

SAFEWAY



Congratulations

and—

Best
Wishes—

To

Southern Oregon Gas
Corporation

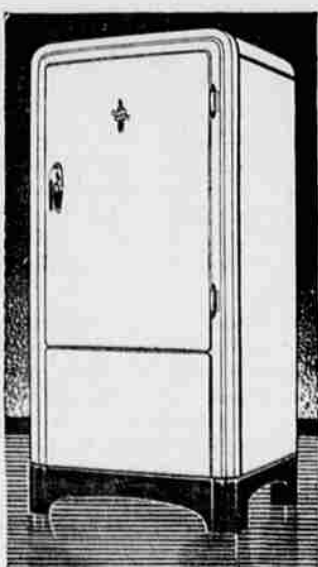
UPON THE OPENING OF THEIR
NEW MEDFORD BUILDING

P. G. DENSON
MANAGER

HOTEL MEDFORD

A New Address in Medford for

AMERICA'S
FINEST
REFRIGERATOR



ELECTROLUX

We cordially invite you to visit the display of Electrolux Refrigerators in our new building in Medford.

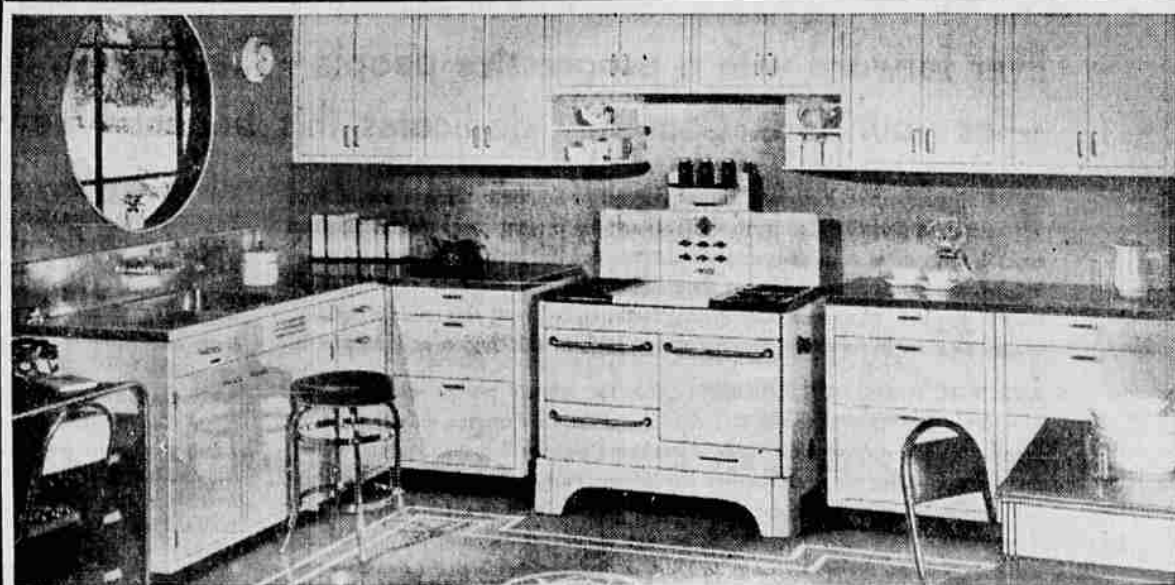
Electrolux is not only America's finest refrigerator, it is also far more economical to own than the ordinary mechanical refrigerator. Only Electrolux operates on the amazing scientific principle of the "flame that freezes." It has no moving parts to wear out and get noisy... requiring costly repairs. This simplicity means double, even triple the life you expect from a mechanical refrigerator! And Electrolux costs only ONE-HALF as much to operate!

SO. OREGON GAS CORP.

EXCLUSIVE DEALER

229 West Main

Phone 526



MODERNIZE YOUR KITCHEN WITH A NEW MAGIC CHEF GAS RANGE That REVOLUTIONIZES MODERN COOKING SERVICE

In the beautiful new Gas Company home you will find these new models of Magic Chef. These new models, just out, are the last word in modern ranges. They have every advanced feature to simplify your cooking and baking and shorten your kitchen hours, giving you more time for rest and recreation.

One of these new Magic Chef Models with its exclusive advanced features will give you modern gas cooking service that cannot be matched by any other range on the market today. These features are: Swing-out Broiler attached to door so that broiler and contents are swung out in easy



reach; Skyscraper Construction with sturdy interior frame; Semi-Direct Action High Speed Oven; New Type "Cross-Fire" Oven Burner which makes for faster baking with less gas consumption; new combination Condiment Shelf and Electric Light. Two of the ranges have Divided Cooking Tops and the other has Center Cooking Top with hinged covers which open into Working Top.

STANDARD MAGIC CHEF FEATURES

In addition these ranges have all the standard Magic Chef features: Non-clog Top Burners, Automatic Top Burner Lighters, Sanitary High Burner Trays, Red Wheel Lorain Oven Regulator and Full Insulation.

LOOK FOR THE RED WHEEL WHEN
YOU BUY A MAGIC CHEF

AMERICAN STOVE COMPANY

PACIFIC SALES DIVISION

SAN FRANCISCO, CALIFORNIA

SEATTLE, WASHINGTON

LOS ANGELES, CALIFORNIA

