

PEASLEY PHOTOS SHOW PROGRESS OLDER STATION

The Peasleys, local photographers, were official cameramen during the construction of the huge Firestone service station on South Riverside.

Work was started on the building June 22, and each week since that time, pictures have been made by The Peasleys showing men at work on the place. These photographs were sent to the Firestone headquarters as official records.

Another large job just completed by Mr. Peasley was that of photographing a quicksilver refiner manufactured by the Trowbridge Cabinet Works.

MEDFORD FIRM HANDLES WIRING

Practically all of the machinery and equipment at Olders is electrically operated by pressing a button here or there. Raymond Higger, electrical engineer with the Southern Oregon Electric company, had charge of the wiring job.

An enormous decorative bracket light at the entrance of the station on Riverside is particularly attractive. Forty-one large 200-watt reflectors have been installed in the service area and repair departments.

The windows are lighted with X-ray reflectors of the highest type, each 500 watts and being controlled by one Master Cabinet and Three Way switching stations.

Six Lux Westinghouse lighting units are used in illuminating the store room. The brake tester is lighted by four three-pipe motors operated by remote control. All of the tire machinery is also operated by motor power furnished by the Southern Oregon Electric. Six motors are used at the station.

Mr. Higger had charge of the half million wiring job at the Police station at Klamath Falls previous to coming to Medford this year.

OLDER OUTLINES STATION POLICY

"Give the customer the kind of service he wants, without his asking for it."

This is the slogan adopted by L. P. Older of the Older Tire Service, Inc., Medford Firestone dealer.

"When ever a motorist drives into our headquarters to have one of our men look after some small item on his car, we don't devote our time exclusively to that," Older declared. "For instance, there are always a number of little things about an automobile that need attention but which in themselves are unimportant."

"We always make it a policy to take care of such matters—at no cost to the owner. It is our contention that this makes for better satisfied customers and does much to increase our business."

There is quite a story behind the service slogan of the Older Tire Service, Inc. It began with Older himself when he was on the road for a large merchandising concern. On account of the territory he had

to cover, an automobile was a necessity.

"Like every other motorist, I found that there were many little things about my automobile that needed attention," he explained. "However, in most instances I was too busy to take the time to look after them. And whenever I stopped at a garage or service station for gasoline and oil I would generally forget to call the attendant's attention to them."

"There were places, though, where the alert young fellow who waited on me would notice that I needed a little more done to my machine than I had ordered. Whereupon he put himself out to give me a little added service and did it with a smile."

"Somehow or other this always made an impression on me, and whenever I happened to be in the localities where I got the extra service I always made it a point to stop in, even if it was only for gasoline."

"I believe such a policy of added service, at no extra cost, is one that will make friends for a merchant and will bring him increased business."

OLDER PLANS TO ATTEND SCHOOL

Young men who join the fire force of the United States army or navy spend the early months of their course at a ground school, where they are given intensive mental training. Within a comparatively short period of time much important information is given them, and unless they spend most of their spare time studying, they soon find that they are no longer drawing their monthly pay checks from Uncle Sam.

When Harvey S. Firestone, head of the Firestone Tire & Rubber company, decided to build up a dealer organization that is second to none in the industry, he found that the owner of the store merchandising Firestone tires should have to know as much about that product as the manufacturer and factory engineers.

As a consequence he established a school at Akron, Ohio, where dealers may spend many profitable hours that will not only benefit him in running his business but will be of a distinct advantage to motor car owners.

In connection with the Firestone policy, L. P. Older, head of the Older Tire Service, Inc., is planning to leave Medford early in November for Akron, Ohio, where he will take a five-weeks course in the Firestone school of service station management. This period of intensive study and instruction is designed to give dealers for this time information which they may pass on to motorists, on how the latter may secure greater tire mileage than they formerly got.

Older stated today that classes begin at 8 o'clock in the morning and conclude at 10 o'clock in the evening. During this period those attending the school spend all of their time at the factory, even to taking their meals at the plant.

At the end of this five-weeks course the dealer has a thorough understanding of the latest methods of manufacture and service as recommended by the Firestone Tire & Rubber company. It was pointed out.

KLAMATH PIONEERS SEE EARLY WINTER SEASON

KLAMATH FALLS, Ore., Sept. 26.—(A)—Pioneer residents said today they looked for an early winter, after snow fell in southern Oregon at Crater Lake Monday, the first experienced this season.

Tillamook. — Charles L. Clough drug store installed new equipment.

OLDER EMPLOYS MODERN METHODS AT NEW STATION

Electricity plays an important part in the efficient operation of Older Tire Service, Inc. Thus assuring the latest modern methods for the use of the patrons of this up-to-date establishment.

Electric equipment is used for many different purposes in this new service station, including the changing, battery charging, brake testing, etc. Electric pumps are found on every hand and electric compressors assure an abundance of air for customers' tires. An electric tire-spreader is another innovation of the most modern type which will be used in this splendid new Medford institution.

Special attention has been given to the lighting of Older Tire Service, Inc., and the latest ideas in up-to-date lighting equipment will make this busy corner one of the brightest spots on the Pacific highway.

MERRITT-BORG BUILD STATION

"That Firestone station was one of the most complicated jobs I ever handled," W. H. Merritt, well-known local contractor, said, in discussing the completion of Older Tire and Service Incorporated, C. E. Borg, formerly foreman for Mr. Merritt, is now associated with him as a partner.

Fifty years of contracting and building everything from two-room houses to hotels have made of Mr. Merritt an invaluable liquidator. When he might be resting at home he remodels a garage or tears down some structure to build it more substantially.

The Hamilton Patton home is one of the most recent residences completed by Mr. Merritt. Among the large business structures he has put up in this city are the Leverette building, the top story of the Medford hotel, third floor of the Masonic Temple, and the Mason-Khaman building.

OIL OFFICIALS WILL FLY HERE FOR TIRE OPENING

That Medford is playing an even more important part than ever, so far as Portland business organizations are concerned, will be demonstrated here Saturday when an airplane furnished by the Associated Oil company will arrive at the airport for the official opening of the Older Tire Service, Inc.

The "ship," a big Boeing cabin job, was presented to D. L. Raymond, Firestone branch manager, with headquarters in Portland, by the big gasoline and oil merchandising concern for his use on that day. Mr. Raymond will have as his guests two prominent Portland business men who are interested in the Medford trading area.

Announcement of this unique trip was made today by L. P. Older, following receipt of a letter from Mr. Raymond. The local tire dealer stated that the big Associated Boeing plane is due between 9 and 10 o'clock Saturday morning. After its arrival here the "ship" will fly over the city and sur-

rounding country, and will drop several thousand circulars that are said to be of unusual interest to motorists.

"Much interest has been aroused in Portland and throughout other sections of Oregon, on account of the erection of your beautiful new building," Raymond wrote Older. "Because of this I am bringing two prominent Portland business men with me by plane to attend the official opening of your establishment."

The Associated Oil company has kindly turned their special airplane over to us for the day, and since this is an age of speedy travel, I have accepted their offer. The ship is now in Los Angeles, but it will reach Portland Friday afternoon and we will take off from Seaside early enough in the morning so as to arrive in Medford between 9 and 10 o'clock."

CONFIRM SALE OF PEP TO HOLDING COMPANY

PORTLAND, Ore., Sept. 26.—(A)—Franklin T. Griffith, president of the Portland Electric Power company, today confirmed the sale of the majority of stock in the concern to the Public Utility Holding Corporation of America and intimated the holding company was endeavoring to purchase the remainder of the stock, most of it held in Oregon.

Griffith declined to place an estimate on the value of the electric power company's holdings, but said there was \$36,000,000 stock outstanding. Press dispatches from Philadelphia indicated the value \$50,000,000.

JACKSONVILLE MISSION SOCIETY WILL MEET

JACKSONVILLE, Ore., Sept. 26.—(Special).—The Missionary society of the Presbyterian church will meet at the home of Mrs. Will Eden Thursday afternoon of this week.

FATHER-IN-LAW USES GUN WHEN HUSBAND CALLS

STOCKTON, Cal., Sept. 26.—(A)—John Rodriguez, 39, was shot and instantly killed by his father-in-law, Joe Lewis, 45, early today when he is said to have drawn a knife when refused permission to see his estranged wife from whom he separated yesterday.

Lewis was held in the county jail here on open charges pending an investigation.

Lewis told police Rodriguez knocked on a rear door of the ranch house and demanded to see his wife. Rodriguez, Lewis said, had beaten his daughter frequently and she had determined to divorce him.

Rodriguez was of an excitable nature and fearing trouble, Lewis declared, he refused him admittance, whereupon his son-in-law drew a knife and attacked him. A shotgun stood in a corner nearby and he grasped it just as Rodriguez broke in the door, Lewis said. The shooting followed.

One charge penetrated Rodriguez' chest and lodged in his heart, killing him instantly. Lewis then called police and gave himself up.

BAKERY OWNER WILL FACE SECOND CHARGE

PORTLAND, Ore., Sept. 26.—(A)—A second complaint of grand larceny was lodged against J. C. Holubek, owner-proprietor of Allison's bakery, destroyed by explosion and fire last week, by officials of the Routledge Seed & Floral Co. A quantity of alleged stolen goods were found in the bakery.

by police. Another charge was preferred by Allison's Cleaners & Dyers immediately after the fire. Police, checking over Holubek's record, found he had served a term in prison in Nebraska. He is in a hospital here recovering from burns received in the explosion.

THREE HAWAIIAN PITS MAY STAGE ERUPTIONS

HILO, Hawaii, Sept. 26.—(A)—Volcanologist Thomas A. Jaggar announced today that there was a possibility of a simultaneous eruption of the three volcanoes Kilauea, Mauna Loa and Hualalai on Hawaii Island.

TUNNEY CLAIMS DAMAGES FROM FOGARTY'S SUIT

BRIDGEPORT, Conn., Sept. 26.—(A)—In a 13-word answer James J. Tunney denies the truth of charges made by John S. Fogarty of Fort Worth, Tex., in a \$500,000 alienation of affection suit.

Coupled with his denial, the former heavyweight boxing champion filed a counter claim for \$100,000 damages charging black-mail.

Tunney's answer to the Fogarty suit read:

"The defendant denies the truth of the matter contained in the plaintiff's complaint."

Fogarty in his complaint filed last July charged that Tunney met Mrs. Katherine King Fogarty at Hot Springs, Ark., in 1924 and carried on an affair with her at Lakewood, N. J., St. Paul, Chicago and New York. Mrs. Fogarty also has a \$500,000 damage suit on file against Tunney, charging breach of promise to marry.

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