

New Older Station Opens Here Saturday

L. P. Older Is Proprietor--Building Is Model Structure--Complete Automobile Service Is Featured

OLDER'S IS MODEL STATION

One of Finest in West—Building and Equipment of Latest Type—Complete Service Rendered—Station Located On Pacific Highway in Medford

To Medford is accorded the distinction of having what is probably the finest tire dealer establishment on the Pacific coast. The new home of the Older Tire Service, Inc., Firestone dealer organization here, which will be officially opened on Saturday, is the most modern plant of its kind in the west.

Built of reinforced concrete the establishment is a complete one-stop station. The Medford motorist who visits the building will find six departments housed under one roof—and these are exclusive of the executive offices and the new tire sales room. They include wheel aligning, brake adjusting, vulcanizing, car washing, battery testing and repairing, and car greasing. At the head of each is a man who is qualified as an expert in his line. In addition, the Older Tire Service, Inc., handles a number of well known brands of gasolines and oils.

L. P. Older, head of the Firestone tire dealer organization bearing his name, is one of the best known merchandisers in Medford and the new building is added proof of his progressive spirit. Firestone executives who have traveled up and down the coast, say that none of their dealers have as complete and modern a home as he has.

It is located in such a strategic place that all of the motor travel, north and south on the Pacific Highway passes its front door.

When motorists visit the Older establishment on Saturday, they will note that every bit of machinery that has been installed is of the modern type. In addition they will find every department is well lighted, thereby making it possible for workmen to operate at maximum efficiency.

"There is more to the tire business today than merely mounting one tire or a set of tires on a man's automobile," declared L. P. Older this morning. "At one time it was thought that as soon as a motorist drove out of your place of business, that was the end of the transaction.

"But conditions have changed so rapidly that today the dealer has only just begun to enter into the picture after he has made the sale.

Engineers of the Firestone Tire & Rubber company, through years of experience, have learned that there are many things which shorten the normal life of a tire. For instance, wheels out of alignment

(Continued on Page Three)

RECALL VISIT OF FIRESTONE TO THIS CITY

Famous Tire Manufacturer Drives Through Valley—Visits Older Station—Sees Medford Business Section—Southern Oregon Impresses Magnate.

In June, 1928, Harvey S. Firestone, president of the Firestone Tire & Rubber company, made a special trip from Los Angeles northward along the Pacific coast in a special train furnished him by the Southern Pacific. While in California, Mr. Firestone remarked about the wealth of southern Oregon to members of his party and expressed the wish that he could see more of it than he had in the past.

To his surprise, when he reached Ashland he was met by a cavalcade of automobiles and invited to ride as far as Medford so that he could get a better picture of conditions in this territory. So he and other members of his party proceeded to this city via motor car. The train, meanwhile, followed its schedule, but when it reached here went onto the siding and waited for Mr. Firestone.

His short automobile trip impressed him considerably and he remarked about the wealth of this territory to his hosts.

On reaching Medford he slipped away from his party his destination being the Ford dealer's establishment. However, he learned from a salesman on duty that the head of the concern was out on business so he inquired about the location of the Firestone representative, neglecting to mention that he was Harvey S. Firestone.

He was directed to the old home of the Older Tire Service, Inc. Fortunately, L. P. Older, head of the organization, was in. "This is certainly a wonderful country," remarked Mr. Firestone by way of opening the conversation.

"I drove up here from Ashland and had the opportunity of visiting some of the surrounding territory. The pear orchards more than impressed me favorably. I should judge that your business is good."

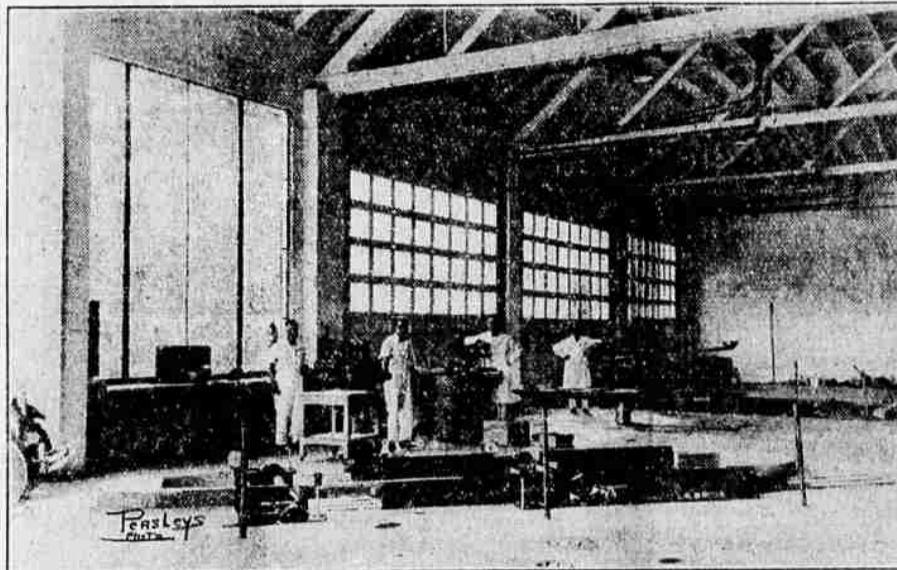
All this time the tire builder failed to introduce himself. "Yes, business is good," came the reply. "In fact, it has grown to such proportions that we are finding our present headquarters inadequate to serve our customers. We are planning to move to a new home."

"Well, I am certainly glad to find conditions this way and I also want to compliment you on your progressive spirit. By the way, I am Harvey S. Firestone and it always pleases me to see my dealers making money."

They talked a while longer and then Mr. Firestone left the Older Tire Service, Inc. However, before boarding his train for Portland he spent more than an hour walking around the business district so that he would have a knowledge of property values.

Before arriving in Portland, he was met by D. I. Raymond, Firestone branch manager in Portland. During their talk, the manufacturer said:

A Corner of Medford's Newest Station



A glimpse of one corner of the new Older Tire Service station, where brake retuning and greasing are handled. A Condrey brake tester is shown in the foreground.

"Mr. Older, in Medford, is one of the most progressive dealers in the country. He told me today that he is contemplating building a new home for his business in the near future. When he does I want you to help him wherever you can. At the time any decision is reached I would appreciate it if you would let me know where he intends locating."

Several months ago when Older announced his intention of building there were a number of excellent parcels of land available. However, being a prudent business man he waited until Raymond visited Medford and mentioned them to him. Among the locations was the one at Ninth and Riverside streets.

"Mr. Firestone was very much interested in your place here."

Raymond told him, "Suppose you wait until I write him. He has a real knowledge of business sites so I don't think that his advice will be amiss."

As soon as the Portland executive reached his headquarters he wrote to the head of the great factory and listed the various possible sites.

In less than a week he received an air mail letter from Mr. Firestone advising him to suggest to Older that the latter make arrangements to secure the Ninth and Riverside location.

And on Saturday the new home of the Older Tire Service, Inc., will be officially opened there. "This is merely another indication of the remarkable memory which Mr. Firestone has," commented Older today.

FIRMS SUPPLY MATERIALS FOR OLDER STATION

Trowbridge Cabinet Works furnished and installed all of the extensive plate glass fronts at the new Firestone station on South Riverside. In addition to putting in the glass fronts and all other glass at

the new establishment, Trowbridge manufactured the millwork.

Oil tanks and pumps were purchased from and installed by William Hammett, Rock Gas distributors in this city.

Finishing hardware throughout the Older Tire Service, Inc., building was furnished by the Browne Hardware company, specialists in builders' supplies.

Interior paint, sold in Medford by the Rogue River Lumber company, was used throughout the new Firestone station in decorating the interior.

Most of the cement and plaster employed in constructing the building came from the Medford Concrete Construction company, and

and other building material from the Big Pine Lumber company.

The Artercraft Sign company which has made a large number of attractive signs in Medford, is responsible for the striking Firestone signs on the station.

JACKSONVILLE COUPLE TO MARK ANNIVERSARY

JACKSONVILLE, Ore., Sept. 26. (Special.) — Mr. and Mrs. Carl Neldermeier are entertaining Thursday evening, celebrating their wedding anniversary, also the birthday of their niece, little Dorland Godward.

The Finishing Hardware

for the

OLDER TIRE SERVICE, Inc.

was furnished by the

Browne Hardware Co.

Quality—Courtesy—Service

Sporting Goods

203 West Main

Sherwin-Williams Paints

- Plumbing
- Heating
- Steam Fitting
- Sheet Metal Work

Installed and Furnished for the New

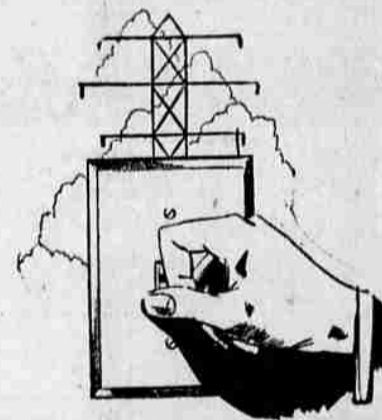
OLDER TIRE SERVICE Inc.

by the

MODERN PLUMBING and SHEET METAL CO.

404 E. Main

Phone 620



At the Snap of the Switch Older Tire Service, Inc. Will Do Many Things Electrically

When you drive your car into Older's these things they will do electrically, the newest and best way: charge your battery, change your tires, test your brakes, true your brake drums and wash your car. In addition to these electrical features, Older's is equipped with an electric tire spreader, electric pumps, electric compressors, buzzer system and of course plenty of electric light that makes their shop like day during the darkest hours.

We Congratulate Older Tire Service, Inc.

We congratulate Older Tire Service, Inc. Medford should be justly proud to have such a complete Service Station to cooperate with others in taking care of our many tourists as well as the home folks.

in every business there is an important place for electricity — to do things at a much lower cost and greater efficiency than can be done any other way. Like Older's, every business should take account of time and toil and understand its cost.

THE CALIFORNIA OREGON POWER COMPANY

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