

Walter W. Abbey Inc. Open New Sales and Service Plant Thursday

NASH-LAFAYETTE LOCAL DEALER TO HOLD OPEN HOUSE

Public Invited to Inspect
Fine New Quarters; Band,
Floor Show and Refresh-
ments Feature Program

One of the most modern and completely equipped automobile sales and service plants in Oregon will officially open tomorrow evening when the new Walter W. Abbey, Inc. garage at South Bartlett and Ninth streets throws wide its doors for public inspection.

Entirely completed last Saturday at a cost of \$35,000, including the property, the garage will have all employees present to assist in the celebration and will hold open house, with the public cordially invited. An eight piece band will feature the program, which will also include a floor show. Refreshments will be served. Doors will open at 7:30.

Constructed entirely of white concrete, the new building is 100 by 100 feet in dimension, one story tall, and one of the most beautiful structures in southern Oregon. One-half the total space is given over to an elaborately equipped shop and service department, while the show room, offices and parts department takes up the remainder.

Work Started in June
The building was designed by William Laing, Medford architect and contracted by Elmer and Clem Childers. Actual work was started on the structure about June 1. All the Walter W. Abbey, Inc. equipment and stock was moved Sunday from the old location of the garage at 123 South Riverside avenue.

Especially beautiful is the spacious

PRESIDENT



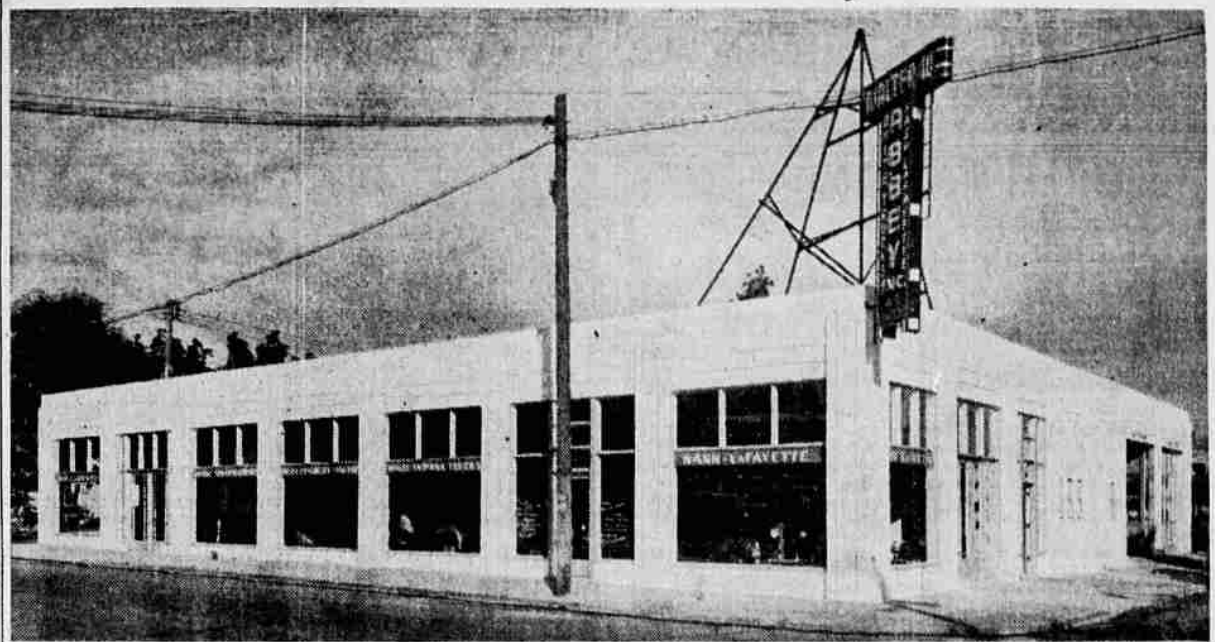
Walter W. Abbey, president and general manager of Walter W. Abbey, Inc., with his inseparable cigar. Congratulations are being received by Mr. Abbey from all points on the Pacific coast upon the occasion of the opening of his company's modern, well-equipped home at Ninth and Bartlett streets in this city.

sales and show room fronting Ninth street. Concrete floor space, 100 by 35 feet, is blocked off with huge orange and black checks. Walls and ceiling are of a cream tan finish. Lighting is furnished by four huge, plate-glass windows the length of the building by nine 300-watt globes of the most modern diffused indirect illumination behind opalescent glass fixtures.

Pride and joy of Walter W. Abbey, manager, is the red brick fireplace located near the Bartlett street entrance. Scattered about the show room are comfortable lounges and chairs.

There are two automobile entrances to the Nash-Lafayette show room, one each on Bartlett and Ninth streets, and two pedestrian doors, located

New Modern Home of Walter W. Abbey Inc. in Medford



View of the new home of Walter W. Abbey, Inc., which will be presented to the people of this community this week. An "open house" will be featured Thursday, Friday and Saturday with special orchestra music and features on the program for the formal opening Thursday evening. This modern structure, housing the display rooms, offices and shops of the firm, is 100 feet by 100 feet in size.—Photo by Shangle.

likewise. The parts department is located near the Bartlett street entrance and gives directly off the show room floor, as do all offices. Men's and women's rest rooms are located conveniently off the show room.

Full Electrical Service
The completely equipped shop and service department, 100 by 50 feet, has one entrance—on Bartlett street—and a rear exit. A feature of the service department will be a full and complete electrical service under the management of Bud Renfro. It will include complete analyzing equipment, and will be located just inside the entrance.

New shop equipment, recently purchased, also includes a wheel balancer, both statically and dynamically, and a new type cylinder honing machine, one of the fastest pieces of equipment ever manufactured. It is capable of reaching 15,000 rpm. In addition, two compressed air hoists and two gasoline pumps will enable the garage to give the maximum in service.

Besides the parts department located on the ground floor, there is additional space for parts in the attic. The department is managed by Guy Green, and carries one of the largest stocks in southern Oregon.

With extra space now available, the company plans to increase the parts stock to the size of any in Portland or San Francisco.

Separating the service department from the sales room are the four offices of Walter W. Abbey, manager, Joseph L. Daly, vice-president of the company and the head of the truck sales and service, Paul Bailey, sales manager, and the bookkeeping department. There is also an office for W. W. Phillips, shop superintendent. The offices are all trimmed in white and lavender, and are furnished with the most modern equipment.

The entire garage will be heated with individual gas units, with electric fans behind to furnish circulation. A hot water heater will enable patrons and employees to enjoy warm water during the winter months. Total concrete floor space of the garage is 10,000 feet, with 50 per cent for the shop and service department, 40 per cent for the sales and show room and 10 per cent for the offices and parts department.

Between \$4000 and \$5000 worth of new equipment has been purchased for use in the new garage building. Mr. Abbey stated, in addition to that the company already possessed.

Officials of Walter W. Abbey Inc.



Left, Joe Daly, assistant manager and head of the truck department of Walter W. Abbey, Inc. Daly, a member of the firm, won the distinction of placing 37th in a nation-wide White-Indians sales contest and was invited to attend a company gathering at Murray Bay, Canada, in recognition of his splendid record. He went east by plane to participate in the enjoyable meeting and visited a number of eastern United States cities on the trip. Right: Nate Thornton, secretary-treasurer of Walter W. Abbey, Inc., and a well known member of the firm.



tion to the distribution of White and Indiana trucks, Allis-Chalmers tractors and farm machinery and Hardie sprayers.

Staff to Be Present
All employees of Walter W. Abbey, Inc. will be present tomorrow night to show visitors around their beautiful new plant. From the office will be Walter W. Abbey, manager, N. D. Thornton, secretary-treasurer of the corporation, Joseph L. Daly, vice-president, and Margaret Hartley, and Erna Miller.

From the tractor sales will be Dan A. Howard, manager, and Ed C. Curran and Earl Wallace. Auto sales will be represented by Paul Bailey, sales

Utilize Former Space
Tractors and farm equipment will be stored on the lot directly north of the new garage building. The used car lot will be stationed at the corner of Ninth street and Central avenue. The company's old location at 123 South Riverside avenue will also be utilized for used cars, Mr. Abbey said.

(Continued on Page Two.)

A CORDIAL INVITATION

IS EXTENDED TO THE PEOPLE OF SOUTHERN OREGON AND NORTHERN CALIFORNIA TO ATTEND AN

OPEN HOUSE at Our New Modern SALES and SERVICE BUILDING THURSDAY-FRIDAY-SATURDAY

Come! Inspect Southern Oregon's Finest Automobile, Truck and Tractor Headquarters See Our Up-to-the-Minute Facilities and Equipment for Rendering Unexcelled Service

- NASH-LAFAYETTE fine MOTOR CARS • WHITE INDIANA TRUCKS • ALLIS-CHALMERS TRACTORS and IMPLEMENTS • HARDIE ORCHARD SPRAYERS
- ISAACSON KARRY-QUAD TRAILERS, BULLDOZERS and EQUIPMENT

ON DISPLAY FOR THIS BRILLIANT OPENING TOMORROW

WALTER W. ABBEY, INC.

NEW LOCATION • NINTH AND BARTLETT STREETS • MEDFORD • TELEPHONE 303



To The People Of Southern Oregon and Northern California

A CORDIAL invitation is extended to you to attend our three-day open house which will afford us an opportunity of presenting our fine new sales and service building. This building is our expression of faith in the future of this progressive and expanding community. . . . We have planned our new home with the requirements of the future in mind. . . . We know that you will like our splendid showrooms; our large, well-equipped shop and appreciate our most modern facilities for better serving the people of this area. Thursday night there will be music by Whipple's orchestra—features for your entertainment and merchandise displays for your inspection. . . . A cordial welcome awaits you. . . . Come!

Walter W. Abbey

MUSIC
BY WHIPPLE'S
ORCHESTRA
FEATURES
REFRESHMENTS
THURSDAY
NIGHT 7:30