

Thirty-sixth Year

MEDFORD, OREGON, FRIDAY, SEPTEMBER 26, 1941.

NO. 162

Open House Saturday at Remodeled Home of Dodge-Plymouth Dealers

INVITE PUBLIC TO GALA ANNIVERSARY PARTY AND PREVUE

New Cars On Display—
Favors For All Guests—
Sixth Birthday.

L. C. Taylor, Inc., formerly the Pierce-Allen Motor company, Dodge, Plymouth and Dodge truck distributors, will stage a formal opening and "open house" all day Saturday at the completely remodeled and renovated establishment at 112-116 South Riverside avenue, the occasion also being the sixth anniversary celebration of Mr. Taylor's connection with the firm.

The public is cordially invited to attend the opening. There will be gardenias for the ladies, balloons for the kiddies and cigars for the men, and Mr. Taylor, sole owner of the agency, has issued a special invitation to everybody in Medford to view the remodeled showrooms and be conducted through the ultra-modern lubrication and service departments.

The first showing of the beautiful 1942 Dodge and Plymouth cars and Dodge trucks will be held during the day. Attending the opening will be W. A. Sellman of Seattle, northwest regional manager of the Dodge corporation.

A complete new concrete and stucco front has been constructed. The lubrication department has been placed in front where it will be more accessible to motorists, and new facilities have been installed to give full automotive service to all customers.

The showrooms and offices have been entirely remodeled inside. Much new equipment has been added to the service department, including a synchrograph, new painting equipment, an air hammer for body and fender work and complete new motor-rebuilding equipment, making the department one of the most modern in southern Oregon. The parts department has been remodeled and enlarged.

Mr. Taylor has been connected with the company since June of 1933, when he became manager of the used car department. In June of 1935 he purchased a half-interest in the concern with William Allen, present city judge, and in September of 1936 he purchased Mr. Allen's interest and became the sole owner.

The need for increased space and more modern facilities, due to increased business and a bright Medford future, were the reasons given by Mr. Taylor for the extensive remodeling work done.

Assistant Manager



Herbert L. Alford, assistant manager of L. C. Taylor, Inc. local Dodge and Plymouth cars and Dodge truck distributor was born in Medford July 6 1894, attended public school here and took mechanical engineering at Stanford university. His first business experience was gained in the First National bank of Medford, founded by his father, Mose Alford, present city recorder. After working in the Fargo Nevada Bank of San Francisco for a time, he resigned to join the army in 1917, and

Owner and Manager



Lester C. Taylor, owner of L. C. Taylor, Inc., Dodge, Plymouth and Dodge truck distributor for Medford, has been in the automobile business for 26 years, starting in Modesto, Cal., in 1915. He worked in San Francisco for a year and in Reno, Nev., for the same length of time, after which he moved to Fallon, Nev., where he was Ford dealer from 1920 to 1929. After spending a year in Watsonville, Cal., he came to Oregon and for a year worked in Eugene. He came to Medford in February of 1931 and became manager of the used car department, a position he held until June of 1933 when he was employed by the Pierce-Allen Motor company in the same capacity. In 1935 he purchased a half interest in the company and a year later became the sole owner. Mr. Taylor is a member of the Medford Rotary club and is active in business and fraternal circles of this city.

served as a lieutenant until 1919. After his discharge he entered the employ of the Associated Oil company as an accountant, and after 17 years service with the company he resigned as assistant Oregon district credit manager and operated a Western Auto Supply company store in McMinnville. Following two years of successful proprietorship, he sold his interests and accepted a position with L. C. Taylor, Inc., where he has been for the past two years. He is a member of Theta Xi fraternity, the Elks lodge and the American Legion, of which he is a past commander.

LOOKOUTS RETURN

Bend, Ore., Sept. 26.—(P)—Lookouts were back on mountains overlooking Deschutes county forests today. Dismissed during the rainy spell, they were posted again when dry weather returned at the same time numerous hunters entered the woods. Several small fires have occurred.

View of Streamlined Remodeled Home of L. C. Taylor, Inc.



Streamlined and modern in every respect is the completely remodeled building housing L. C. Taylor, Inc., local Dodge, Plymouth and Dodge truck distributor, located at 112-116 South Riverside avenue. Constructed of white concrete and stucco, the front of the establishment takes its place as one of the most beautiful of its kind in southern Oregon. The company is holding "open house" all day Saturday, and Mr. Taylor, sole owner, invites the public to inspect the remodeled and renovated quarters. Gardenias will be presented to the ladies, balloons to the kiddies and cigars to the men, and all attending the formal opening will be conducted through the building by employees of the company.

Lubrication Head



John Bittle, manager of the service station and the lubrication department of L. C. Taylor, Inc., local Dodge, Plymouth and Dodge truck distributor, has been engaged in similar work since 1927. He has been employed by Mr. Taylor since 1936 and is considered one of the best service station and lubrication men in southern Oregon.

Directs Service



Managing the service department of L. C. Taylor, Inc., Medford Dodge, Plymouth and Dodge truck distributor, is Mel Reeves, who has been with the concern since August of 1940. A veteran service man of 24 years, Mr. Reeves has spent a year on diesel engines, four years as a shop foreman in a large garage, a year operating his own shop and from 1932 to 1938 was a service representative for General Motors. He went to work for a Dodge distributor in Portland in 1939 and came to Medford a year later. Mr. Reeves has completed a course in general auto mechanics and two in carburetion,

has had a year's training in the Allen school of modern motor tuneup. He taught an eight-weeks' defense school course in general mechanics and maintenance, and holds an Oregon State certificate to teach A-1 mechanics.

Nazi Leader Dies

Berlin, Sept. 26.—(P)—Gottfried Feder, 59, author of Hitler's 25-point Nazi party program, died yesterday in Murnau, Upper Bavaria, after a long illness.

BANDITS GET \$53,000
Hyattsville, Md., Sept. 26.—(P)—Bandits, armed with a sawed-off

Best Wishes to L. C. Taylor, Inc.

We are proud of our part in wiring and lighting your fine new home.

OLSON ELECTRIC
Dial 2840 3 N. Central

LUMBER BOOSTS DOUGLAS VALUE

Roseburg, Ore., Sept. 26.—(P)—Expansion of the lumber industry in Douglas county during the last year was the principal factor contributing to the \$568,530 increase in total assessed valuation. County Assessor Barton Helliwell reported today. Announcing the total valuation of the county's taxable property, exclusive of the holdings of public service corporations, to be \$23,653,830, Helliwell said that new lumber mills and improvements to existing mills accounted for \$320,828 of the more than one-half million dollar gain in valuation during the year. New buildings on deeded lands added \$265,840.

Merchandise and stocks in trade gained \$43,765 and sheep increased 11,084 in number, making a total of \$277,370, or an increase of \$31,725.

Use Mail Tribune want ads.

WE EXTEND
Congratulations
TO
L. O. Taylor, Inc.

BECK'S BAKERIES

Congratulations-- To L. C. Taylor, Inc.

To L. C. Taylor, Inc. (formerly Pierce-Allen Motor Company) we extend hearty best wishes upon the occasion of this sixth anniversary celebration and the opening of an attractive, remodeled home. To Mr. L. C. "Les" Taylor and his associates we also offer our personal congratulations and wishes for continued progress. Certainly, the fine new home of L. C. Taylor, Inc., evidences the faith of its owners in the growth and future prosperity of this community.

COMMERCIAL FINANCE CORP.

Sparta Bldg. Phone 2277

Sixth Anniversary Festival

Certainly, here is an important "date" for Medford and Southern Oregon folk—Saturday, September 27th! The attractive, newly remodeled home of L. C. Taylor, Inc., will be open for public inspection, new DODGE and PLYMOUTH models and DODGE TRUCKS will be on display, and there will be favors for all.



CONGRATULATIONS!

To Mr. L. C. Taylor and His Associates Upon the Opening of the Remodeled Home of

L. C. TAYLOR, Inc.

UPON the occasion of the opening of the attractive, completely remodeled home of L. C. Taylor, Inc., and the Sixth Anniversary of Mr. Taylor's firm in Medford, we extend to him and his associates our heartiest good wishes. For many years Mr. Taylor and his predecessors have represented DODGE and PLYMOUTH cars and DODGE TRUCKS in the Rogue River Valley. We take pride in this long and pleasant association and welcome this opportunity to extend to our friend, "Les" Taylor, sincere wishes for future success, and progress in step with the growth of this expanding community.

JOE FISHER

DODGE - PLYMOUTH - DODGE TRUCKS
PORTLAND, OREGON

BEST WISHES...

To "Les" Taylor and His Associates Upon This Anniversary and Opening

The newly remodeled home of L. C. TAYLOR, INC., will open to the public Saturday, upon the occasion of Mr. Taylor's SIXTH ANNIVERSARY in the automotive business here. We extend to Mr. Taylor and his associates sincere congratulations and best wishes for the continued progress of his firm. Our long and satisfactory business relations with Pierce-Allen Motor Company are the source of much pleasure and satisfaction to us.

LITTRELL PARTS

317 EAST MAIN ST. • TELEPHONE 2236