

# Golden Rule to Hold Open House 9th, 10th

E. O. Heck and Cecil Beck, owners of the Golden Rule Auto Service, will hold a formal opening of the new garage and service station building, recently completed on the new highway near 5th street, Saturday and Sunday, November 9th and 10th.

The primary purpose of the formal opening is to show the public what the Golden Rule Auto Service has in the new garage and service station building and the modern array of equipment for repairing autos and trucks.

The new quarters was occupied July 1st, although the interior of the building was completed only recently. Owing to work on the new highway strip, the Golden Rule Auto Service was handicapped more or less for several weeks and only recently has the establishment been made easily accessible to the motoring public.

The Golden Rule Auto camp and service station was formerly operated by Frank Heck Sr., who has retired. The Golden Rule Auto Service was established through a partnership of O. E. Heck and Cecil Beck. Mr. Heck was associated with his father for several years prior to the opening of the latter concern. Mr. Beck, former operator of the Beck Better Bakery here, was employed by the Golden Rule Service station for about a year before the new establishment was opened.

Speaking of the new enterprise Mr. Beck told a Sentinel reporter, "Except in a minor way, we are not competitive with any other concern in Cottage Grove. Before Ed Heck started selling trucks and logging trailers and servicing the equipment practically all of this business went out of Cottage Grove." Now you will find the latest type of mechanical equipment for repairing cars and trucks here.

One look at the large garage building which is sixty by sixty

feet, large enough to accommodate three logging trucks and trailers and a few cars to boot, the new equipment recently installed does not look very impressive. You have to make a rather thorough search to find what appears to be a few pieces, but if you know what to look for, that's a different matter. Modern equipment does not consume much space. The two-piece adjustable truck hoist is practically hidden from view until ready for action. Likewise the Weaver brake tester and wheel aligner, which tells which wheel is out of line and gives the brake pressure of all wheels at a glance. The truck hoist, a Weaver two-part hoist, is the only one in this section. In addition there is a lubrication hoist, complete machine shop equipment including electric and acetylene welding, 60 ton press for handling ring gears, electric grinder, valve refacer and motor analyzer equipment.

**Sells Well Known Brands**  
Well known products are sold by the Golden Rule: Federal trucks, U. S. tires and batteries and Richfield oil products.

## Congratulations and Best Wishes

to the Golden Rule Auto Service on the completion of the new building and the formal opening.

We did the plumbing.

**C. E. Roberts**

All Kinds of Plumbing  
and Tin Work

## We Congratulate the Golden Rule Auto Service

on the completion of their modern building and  
wish for them many successful years.

**MARTIN MOTORS**

YOUR PONTIAC DEALER

24 North 9th Street

## Cottage Grove Is A More Attractive City

a more attractive city through the erection of a modern building by the Golden Rule Auto Service and we feel that this new enterprise deserves our congratulations.

We had a small part in making the building possible by supplying the hardware.

**Graber - Gettys**

Dependable Hardware

## Congratulations

to the Golden Rule Auto Service on the completion and formal opening of their new building.

We are happy to have had a part in supplying materials for the new structure.

**Vinal T. Randall**

Building Materials of All Kinds  
Phone 60

## WE EXTEND BEST WISHES

to our neighbor, the Golden Rule Auto Service, on the completion of their new and modern building and wish for the Golden Rule many years of useful service to this section. And at the proper time we might say to our neighbor, what the Governor of South Carolina said to the Governor of North Carolina.

**McCoy Motors**

6th and Washington  
Chrysler-Plymouth Sales and Service

WE ARE HAPPY TO EXTEND

## Congratulations

to Ed Heck and Cecil Beck on the completion of the Golden Rule Auto Service building.

We did the wiring.

**ACE'S**

**ELECTRIC & PLUMBING  
SERVICE**

Phone 25-F-12

## THE GOLDEN RULE AUTO SERVICE

is to be congratulated on the completion of a modern building and the installation of modern equipment. . . . Both the building and equipment is a credit to towns many times the size of Cottage Grove and we join a host of well-wishers in extending congratulations at this time.

**Overhead Door Co.**

2515 SE 25th Avenue  
Portland, Oregon

## Congratulations to GOLDEN RULE AUTO SERVICE

on the Opening  
of Their New Building



**THE PENNZOIL  
COMPANY**

## EVERY GOOD WISH

and the best of luck is in order for O. E. Heck and Cecil Beck, proprietors of the Golden Rule Auto Service on the completion of a modern service station and garage, a real asset to Cottage Grove.

**D. D. Boyd**

RICHFIELD  
DISTRIBUTOR

Richfield Oils, Gas and  
Lubrication Products

## We Are Happy to Join in Extending Congratulations

to the

**GOLDEN RULE  
AUTO SERVICE**

on the completion of their fine new  
building and service department.

**Geo. A. Halton Co.**

Eugene, Oregon  
Auto Electrical Parts

## GOLDEN RULE AUTO SERVICE CONGRATULATIONS

O. E. Heck and Cecil Beck, Proprietors  
Frank Heck (Junior)  
Glenny Tucker  
Johnny Stalder  
Carl Porterfield  
And last, but by no means least, DAD HECK

ON YOUR NEW MODERN BUILDING, UP-TO-DATE  
EQUIPMENT AND SUPER SERVICE

FROM

**CHAS. S. HALL  
INSURANCE AGENCY**

405 Main Street  
Cottage Grove, Oregon