

New Shell Super-Service Station Plans Open House All Day Saturday, June 24

Eugene's newest service station, built by the Shell Oil company, will have its formal opening Saturday, June 24, at Eleventh and Oak streets, company officials have announced.

With Roy Stien, Eugene, agent of the company in charge of the new ideas in equipment and the new construction, inspectors almost can imagine themselves in a section of the Century Progress exposition in Chicago as they enter the paved driveway of the new station for the architecture of the advanced modernistic design of the buildings at the site. It is the only example of the trend in architecture in Eugene and has attracted considerable interest from builders and laymen.

At a cost of \$15,000 by L. E. Allumbaugh, general contractor and builder, the new station is constructed of reinforced concrete throughout and is fire-proof. The yard is paved, assuring greater cleanliness at all times.

In addition to Mr. Stien, well known in Eugene and Lane county, will be three other men at the station. Kenneth Brush will be the agent and Wayne Mason will be in charge of lubrication. Jack Cleaves will be the other service men.

During the open house Saturday, there will be shown about the station and the various features will be explained to them. For the young people there will be free kites, according to Loren C. Cleaves, assistant manager retail, who is in charge of the Shell service Inc., here, the operation of Shell stations is somewhat from other stations in that the operator is an agent for the company and the business is his. He receives profits of the business and conducts the station as though it were his own, investing his capital in the new station and merchandise. Mr. Stien, who with the Shell company has a year and has advanced during that period, complete one-stop service for will be maintained at this station, allowing the motorist to bring his car into the station where it may get any service necessary. The agency of the company carries with it the agency for the Goodyear Tire and Rubber company and in addition to tires will be betteries and other accessories.

The Shell 51-point upkeep system is in operation and all the latest innovations in lubricating equipment are to be found in this station. There are two hydraulic hoists for machinery for 11 different types of lubrication. A seat display room, furnished and maintained for the convenience of customers of the station, is located in the establishment. Here motorists may wait while their car is being serviced. The room is furnished with the latest style of modern furniture, featuring the new mahogany steel and black design. The station is the largest of its kind in the state, there being only others built on the same design, in Salem and one in Portland. It was built here under the direction of W. A. Rich, district manager for Shell Oil company, and William Stien, assistant district manager.

The station was opened for business Tuesday morning.

Williamson Does Station Plumbing

Plumbing, sheet metal work and installation of the gasoline tanks at the new Shell Oil company service station at Eleventh and Oak streets was done by the Williamson and company plumbing establishment.

Four large gasoline tanks, the work was done by a crew of six men from the Williamson shop, according to A. L. Williamson, proprietor of the business.

The crew of six men was used to rush the work through to completion and to give as many as possible employment. Mr. Williamson, The Williamson plumbing company was established here 25 years ago.

Booth-Kelly Here For Past 35 Years

Forty-five years spent in serving the building and construction industry of Booth-Kelly Lumber company, with mills at Springfield and Wendling. An office is maintained at Fifth and Willamette in Eugene.

More than 200 men are employed at the Wendling mill of the company. 100 more will get work when the Springfield plant re-opens after its shut-down sometime in July.

Booth-Kelly furnished part of the material used in the construction of the new Shell station at Eleventh and Oak.

Grandma Blakeley Honored at Reunion

June 23.—(Special)—Grandma Blakeley reunion was held at the Riverside park Sunday, June 23, to celebrate Grandma Blakeley's birthday. Among the 116 friends present were four of Grandma's children, 40 grandchildren, great grandchildren and great-grandchildren.

Goodyear Has New Ideas in Tire Building

"The smartest thing in rubber at its price" This is the way F. V. Embree, petroleum sales representative of the Goodyear Tire and Rubber company, who is here in Eugene for the opening of the new Shell service station at Eleventh and Oak streets, describes the new 1933 improved edition of the Goodyear Pathfinder tire.

"One of the striking improvements in the new Pathfinder," according to Mr. Embree, "is full center traction. The new tread is 20 per cent deeper than on previous Pathfinders, the non-skid design is 20 per cent deeper, and grueling tests on the road and in the laboratory show fully 30 per cent greater tread wear."

"It isn't difficult to buy a good tire at the right price when you know the facts," says Roy Stien, agent of the new Shell service station opening officially Saturday. "The facts aren't hard to get at, because there are just two main parts of a tire, the tread and the body. There are definite reasons why Goodyear tires are superior in these two main parts. These reasons can be demonstrated and proved."

"The part of the tire that cannot be seen, or the body, has more to do with the service you may expect than has the tread. The body of all Goodyear tires is made of a specially designed and patented cord known as Supertwist. Supertwist was designed for greater flexibility—to absorb rather than resist road shocks. It stretches up to 61 per cent farther before it breaks. It stretches thousands of times every mile and comes back like a rubber band, while regular cord stretches and stays stretched."

"Goodyear pioneered big super soft tires," according to Bill Harris, local representative for the Goodyear Tire and Rubber company. "That type of tire was first perfected by Goodyear for airplanes. Then in 1930 tests started on motor cars and trucks. Early in 1931, the airwheel for tractors was announced. In the fall of 1931 the airwheel was announced for small cars, soon followed by other sizes."

"Goodyear has had years of practical and successful experience in the making of big low-pressure tires," says Mr. Harris. "Airwheel is Goodyear's trade mark, registered in the United States and throughout the world. The airwheel embodies the silent All-Weather tread, super-resilient Supertwist cord body, more traction, more breaking power, large air volume, low air pressure, extreme riding comfort, lower car upkeep, and frangible load protection, as well as long trouble free mileage."

Good Times Are On Way, Says Scobert

The oldest firm in its line in Eugene! That's the proud boast of Scobert's Warehouse, located on West Seventh street, dealing in building materials. In addition to being the oldest (established in 1910), Scobert's is the only firm in Eugene dealing exclusively in these products.

Shingles, lime, cement, paint, stucco, plaster, brick, tile and many other lines are carried. According to Frank Scobert, manager, business is showing a considerable improvement, and more building is in prospect than at any other time in the past two years. Prices are going up, and Scobert believes good times are on the way.

Two men are employed in the plant. The stucco, brick, tile, plaster, and metal lath used in the construction of the new Shell station at Eleventh and Oak were all furnished by the Scobert company.

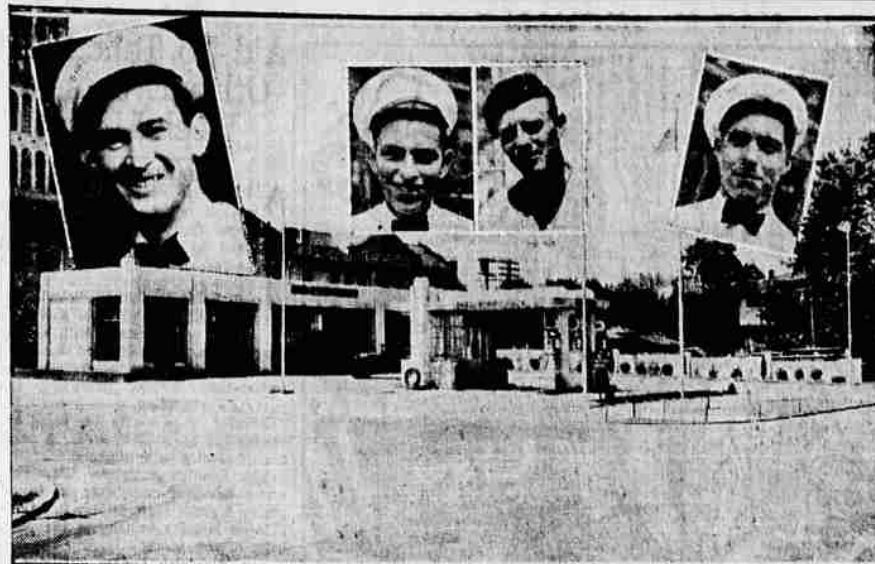
Twenty-one per cent of the meals eaten by Americans are eaten outside of homes.

The manufacture of felt hats in the United States requires more than 50,000,000 rabbit skins every year.

BOOTH-KELLY CONGRATULATES THE NEW SHELL SUPER STATION

BOOTH-KELLY LUMBER CO.
5th and Willamette Phone 85

NEW SHELL STATION AND SERVICE MEN!



Modernistic to the nth degree, this new service station, constructed by the Shell Oil company, will be open to public inspection Saturday when the attendants will show you the various features of the new establishment at Eleventh and Oak streets. At the upper left is Roy Stien, agent for the Shell company, who will operate the station. Next is Kenneth Brush, assistant agent, and Wayne Mason, lubrication expert. At the right is Jack Cleaves, station operator.

Allumbaugh Builds New Station in 33 Days; Is New Design

A new conception of the word fire-proof is demonstrated in the construction of the new Shell service station at Eleventh and Oak streets, according to L. E. Allumbaugh, general contractor and builder, who built the station.

Constructed of steel-reinforced concrete throughout, there are only a few doors and superstructure of wood, making the entire structure absolutely fire-proof.

The station was constructed in 33 days, Allumbaugh says, with union labor being used in every possible department with the union scale of wages being paid. Carpenters received \$5.50 per day and common labor \$3.20.

Two carloads of cement went into the building together with four tons of steel. The modernistic treatment of the construction is unique in this area, Allumbaugh said. The architectural lines are strictly in accordance with the newest ideas in this field and are designed to give utmost efficiency combined with beauty in appearance.

Mr. Allumbaugh, the contractor, has been in the building business in Eugene for eight years.

Upturn Noted By Sand, Gravel Firm

The Inter-City Sand and Gravel company, located between Eugene and Springfield on the Pacific highway, is one of Eugene's outstanding firms engaged in the construction business.

A crew of three men is maintained, in addition to two men who handle road work and trucking at Oakridge. According to E. A. Fogles, who works in the office of the company, another truck may be added to the local organization in the near future, since the gravel business and business generally is showing a pickup. Sig Moe is manager of the company, which specializes in maintenance work. Inter-City also furnished part of the materials used in the new Shell super-service station at 11th and Oak.

Seven Men Work At Olsen Plant

The J. O. Olsen Manufacturing company, four miles west of Eugene, specializes in the manufacture of refrigerated show cases and cold storage rooms.

They have been in business for the past nine years, and J. O. Olsen, manager, has also noted an upturn in business conditions. In addition to their specialties, the Olsen company handles general mill work.

Seven employees are at work at the present time, although a crew of 10 to 12 is usually used.

The Olsen company maintains a city agency at 29 E. Eighth street, and is the authorized Eugene dealer for Frigidaire refrigerators. They furnished the mill-work and glass for the new Shell station at Eleventh and Oak.

Average length of a lion's life is 40 years.

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Plumbing—Heating—Sheet Metal Work

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4th & Pearl

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Progress Marches On

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COBERT WAREHOUSE COMPANY IS PLEASED TO HAVE PLAYED ITS PART IN THE EUGENE MARCH OF PROGRESS THROUGH THE FURNISHING OF THE TILE, BRICK, PLASTER AND STUCCO AND OTHER ITEMS FOR THIS NEW MODERNISTIC STRUCTURE. MAY WE TAKE THIS OPPORTUNITY TO WISH THEM EVERY SUCCESS.

Scobert Warehouse Co.

45 West 7th

Phone 528

ROY STIEN AGENT FOR SHELL FIRM'S NEW STATION HERE

One of the most interesting phases of modern commercial life is the operation of a gasoline service station, declares Roy Stien, Eugene, agent for the Shell Service, Inc., who will be in charge of the newly opened Shell station at Eleventh and Oak streets.

"The business of pumping gasoline into automobiles has grown from the old days of the hand pumps into a complete business in itself and represents an important cog in modern commercial life," Roy believes.

Nowadays, he explained, the service station operator is the man who really keeps many of the cars in perfect running order. The development of the industry has reached the point where the majority of customers leave details of servicing their cars to their service station operator who checks his cars, watches for squeaks and dry grease cups, watches the batteries to see they do not run low on water and reminds the motorist to keep his oil in good running condition.

The successful service station of today is the one in which the customer has complete confidence that his car will be perfectly cared for at all times, Roy says, and continues that that will be the basis on which the new station will be operated.

Mr. Stien has been with the Shell company for more than a year, starting in a station on Railroad boulevard and moving later to the station at Sixth and Olive. When the new station was ready to be opened, Loren C. Cleaves, manager of the Shell Service Inc., retail department of the company, selected him as the agent for the company and installed him in the new station.

Stien has lived in Eugene for a number of years, going to school at

Eugene high school, and later attending the university where he was a member of the Delta Tau Delta fraternity.

Roof on New Shell Station Is Durable

A roof of unusual durability covers the newly opened Shell Service Station at Eleventh and Oak streets, according to Fred Walters of the Walters-Bushong Lumber company, who furnished material for the roof.

The covering is a built-up roof of a special mill run of 3/8 select common lumber, of the tongue and groove type. The roof will last 20 years at a conservative estimate, Mr. Walters declares.

This company furnished other materials for the construction of the new super-service station built by the Shell company here.

The Walters-Bushong company, operated by Mr. Walters and R. O. Bushong, has long been a part of the building development of Eugene, having been established here 34 years ago by Mr. Walters.

Eight thousand acres of land in Central Asia were sown to wheat in 15 days by four airplanes under an experiment of the Soviet government.

The aeronautics branch of the U. S. Department of Commerce estimated that federally licensed air pilots have flown more than 1,054,000 miles since licenses were issued.

ARROW MESSENGER—Phone 610

BUY YOUR GOODYEAR TIRE NOW!

A lot of farsighted people are taking advantage of present low prices to buy that world standard of tire value, the Goodyear All-Weather, for every wheel on their cars... They know that tire prices have been so low that the only way they can reasonably move is up... And in case you don't know it—Goodyear is now building the famous All-Weather Tread Tire—most popular tire in the world—better in mileage, better in safety, better in rugged good looks than it has ever been... Isn't it smart for you to get the safety of new Goodyears all around? Just read the prices published here and form your own conclusions.

GOOD YEAR



Shell Service Inc.

ROY STIEN, Agent
11th and Oak Streets

51 POINTS IN YOUR FAVOR

It is now possible for you to have all the necessary upkeep services on your car done at one time, at one place, at one small cost.

Lubricating, oiling, checking, tightening, cleaning, interior vacuuming—more than half a hundred mechanical and supplementary services are covered by the new 51-Point Shell Upkeep System.

The figure fifty-one was not selected at random. It represents the complete list of points on an automobile that must be protected by regular attention.

A Shell "Check-Chart"—which the makers of your car helped us produce—serves as a procedure guide. It specifies every single operation, and prescribes the correct Shell lubricant to be applied.

Less than an hour is required for this all-inclusive service—stay and watch if you like. You'll be interested in the advanced methods employed by our trained lubrication specialists; the efficiency of our ultra-modern equipment is certain to give you an added feeling of driving security.

And this progressive, up-to-the-minute system of lubrication costs no more than an old fashioned, hit-and-miss "grease job".

Drive in today to see our charts and equipment. We'll put your car on the hoist for an underneath inspection—no charge.

Shell Service Inc.

Roy Stien, Agent
11th and Oak Streets

