

New General Petroleum Stations Open in Medford Wednesday

MODEL STATIONS COMPLETED EAST AND WEST MAIN

Latest Service Equipment Featured With General Petroleum Products—Motorists Invited to Opening

Occupying an entire block at the corner of Ivy and West Main streets, the attractive new General Petroleum station will be officially opened tomorrow when southern Oregon motorists are invited to inspect its modern equipment.

The entire place is exceptionally well lighted by means of eight big post standards, and several trees make an ideal background for the brick structures. In addition to the main station there is a Mobil Oil Certified Lubrication unit with up-to-date accessories and efficient men in charge. Restrooms are located at the rear of the wide driveway.

Work was started on the West Main street General Petroleum location three months ago, no expense or effort being spared to make it a credit to Medford's business district.

Jack Rice is the manager of the attractive new station at Ivy and Main street while Bob Slinger is assistant and Raymond Pederson an operator.

Another General Petroleum service station which will be ready for local motorists tomorrow with a completely changed appearance is the one at 600 East Main street. A Mobil Oil Certified Lubrication unit has also been erected in connection with this station. The entire establishment has been remodeled and improved so that it will be more convenient for motorists to drive through.

The General Petroleum station at 600 East Main is managed by W. P. Bunch, L. T. Hughes is assistant manager and E. J. Riley operator.

Higgins Is Head Southern Oregon General District

T. M. Higgins, southern Oregon district manager for General Petroleum Corporation with headquarters in Medford, arrived here June 1, being transferred from Salem, Oregon.

For the past nine years with the exception of six months in Salem Mr. Higgins was associated with General Petroleum Corporation in various executive capacities.

Previous to coming to Medford the new manager for this district accompanied Ford Carper, who formerly held this position, on a motor trip covering the entire southern district. Mr. Carper is now located in Portland as Oregon division lubrication engineer.

Rapidly improving business conditions and a more optimistic outlook

General Officials Congratulated on New Stations



—Photo by The Peasleys.



—Photo by The Peasleys.

Top: Glimpse of the attractive new General Petroleum station at Main and Ivy streets which officially opens tomorrow. B. E. Harder, president of the Jackson County Chamber of Commerce is shown extending congratulations to T. M. Higgins, district manager for the General Petroleum Corporation, while Bob Frame, Medford manager for General Petroleum, looks on. Smart new Chrysler Airtown cars are shown in the background with General Petroleum attendants on the job. Bottom: Close-up of B. E. Harder, left, congratulating T. M. Higgins, right, upon the completion of the new Medford station at Main and Ivy streets.

generally in this section of the state indicate that General Petroleum Corporation will continue to expand in southern Oregon, according to Higgins who is particularly enthusiastic about the Rogue river valley.

'Bob' Frame Heads Medford Branch of General Petroleum

For the past year R. W. Frame has been in charge of operations for General Petroleum corporation in the Medford branch.

Formerly vice-president of the Kenworth Motor Truck corporation of Seattle, Mr. Frame moved to this valley three years ago, where he married Mrs. Eva Carllas, of Phoenix. He is a brother of H. W. Frame, well-known Talent resident and orchardist.

While in Medford, Mr. Frame has become actively identified with civic movements here and is president of the Medford Gleemen, popular musical organization, which has appeared in scores of concerts in various communities of southern Oregon.

The headquarters at 936 South Central avenue have been completely remodeled, with added facilities to better accommodate the office force.

PEGASUS EMBLEM OF MOBIL SERVICE

Pegasus, symbol of General Mobil Oil and Mobilgrease is seen almost everywhere spreading the news to motorists that these "arture tested" products are close at hand.

General Petroleum Corporation of California became a subsidiary of Economy Vacuum Incorporated in 1924, and products of this company were first introduced in Medford and southern Oregon ten years ago—in 1924. Ray Coleman, of Jacksonville, was the first account, according to records of the company here.

The popular three Mobils are sold throughout the world and are among the most widely advertised today, according to officials of the General Petroleum company.

OLD HOME GIVES WAY TO STATION

Several of the trees are still there, a new General Petroleum service station, at the corner of West Main and Ivy streets now occupies the property where one of Medford's oldest homes stood until this spring, when it was razed to make way for the station and its equipment.

The large white house, familiarly known in Medford as the Pickel residence, was built in about 1892 by the late Dr. E. P. Geary. In 1893, Dr. and Mrs. E. B. Pickel went to Chicago to the World's fair and Dr. Pickel took his second medical degree at the University of Illinois, the same year. Upon their return to Medford, Dr. Pickel and Dr. Geary entered partnership, and remained together until Dr. Geary moved to Portland in 1898.

It was then that the Pickels purchased the Geary home, remodeling it so that downstairs, there was a reception hall, also a large living room, library, dining room and kitchen. Upstairs there were four bedrooms and a sleeping porch.

The Pickel place, with its beautiful array of flowers, particularly hyacinths, narcissi and tulips imported from Holland, arranged in attractive beds and borders, was always considered one of the most colorful and prominent homes in Medford.

Dr. and Mrs. Pickel entertained many friends at their home, and one distinguished visitor was the author.

WINGS MEAN SPEED TO THIS YOUNGSTER



Maybe little Jimmy Fox has heard his daddy tell about Pegasus and who he was! But to Jimmy, Pegasus and wings mean speed. So when he decided his last year's model toy auto needed more pep, it was the natural thing for him to call on his friend, L. G. Whaley, General Petroleum service station operator, and fill up with Mobil Oil. "One gallon will be plenty for this one-boy-power motor," says Jimmy. Whaley found it wasn't gas the car needed so much as a shot of Mobil Oil on the bearings, and that's what it got.

David Starr Jorson, who was their guest. Many doctors from the Atlantic coast as well as the Pacific coast were entertained by the late doctor and his wife.

Shortly after moving into the house, Dr. and Mrs. Pickel sent to Florida for a magnolia tree which they planted in the yard. When the house was torn down, the tree was transplanted to the Jackson county courthouse lawn, as a memorial to Dr. Pickel, who died a short time ago.

Twelve years ago Dr. and Mrs. Pickel sold their home to Ray Toft and moved to 54 Summit street, where Mrs. Pickel still makes her home. Mr. Toft converted the dwelling into The Fountain Inn, and several rooms were added.

This last spring, to make room for the General Petroleum station, the house was torn down. However, the trees were left standing, with the exception of the one moved to the courthouse.

Charm Blamed for Verdict, NEW HAVEN, Conn.—(UP)—Because he believed the jury was influenced by the "grace and charm" of 72-year-old Mrs. Mary Germain, Tarrytown, N. Y., Superior Court Judge P.

B. O'Sullivan declared a \$5000 verdict excessive and reduced it to \$3273.

Allen to Portland—W. W. Allen, of this city, left by train last night for Portland.

GENERAL EXPANDS OPERATIONS HERE

The General Petroleum corporation of California has proceeded to carry out one of the greatest expansion programs of any organization on the coast, according to T. M. Higgins.

In line with the pretentious program a total of 12 men have been added to the Medford branch personnel. Sixteen new employees have been put on the General Petroleum payroll in the entire southern Oregon district.

Since January 1, 1934, a complete change has been made by General Petroleum throughout their territories. At that time Medford was changed to the headquarters for the southern Oregon district.

Certified School For Service Men Held In Medford

A Mobil "certified school" was conducted at the Hotel Medford last week, perfecting new service station operators in this section of the state in service work. This school provides a course for General Petroleum station men in serving the motoring public and provides for a standardization of high-type service offered in stations under the Pegasus banner.

The school was attended by regular operators, as well as new members of the General Petroleum staff in this district.

Congratulations

To General Petroleum Corporation upon the opening of their attractive new service station at Main and Ivy streets. We welcome this splendid addition to West Medford's business district.

The PEASLEYS

"Photographic Art" Opposite Holly Theatre. Phone 472

We Are Proud

To have handled the construction of the General Petroleum Corporation's Fine New Station at—

600 East Main Street

L. E. CAUL

GENERAL CONTRACTOR

211 Van Ness. Ashland, Ore.

handling the general contract for the East Main street station, including full construction work, electric wiring, plumbing and cement work

WE ARE GLAD—

To have been identified with the construction of this exclusive General Petroleum Station

W. WERNER CO., Brick Layers

Route 2, Box 327, Medford, Ore.

PLUMBING and SHEET METAL

In the Attractive New

General Petroleum Station

Was Installed by the

MODERN PLUMBING & SHEET METAL CO.

404 East Main St.

J. F. Erickson — H. C. Williamson — Proprietors

We Are Proud

To Have Furnished

Mill Work

For this exclusive

General Petroleum Station

TROBRIDGE

Cabinet Works

The Old Reliable. Established in 1908

Phone 238. South Grape

Wiring and Electrical Fixtures

In The New

General Petroleum Co. SERVICE STATION

Were Installed By

Medford Electric Construction Co.

Phone 90. Medford Center Building

HEARSAY EVIDENCE CAN NEVER OUTWEIGH THE FACTS OF THE CASE

GARGOYLE

Mobil Oil

IS THE WORLD'S LARGEST SELLING MOTOR OIL

—Proof that real quality is appreciated.

NEW GRADES 100% PURE PENNSYLVANIA