

Modernistic-Style Service Station Will Open Here Saturday

BUILDING TREND SHOWN IN NOVEL STATION DESIGN

Station Located at Ninth St. and Central Avenue—Gilmore Products Featured—Harry Moore Manager

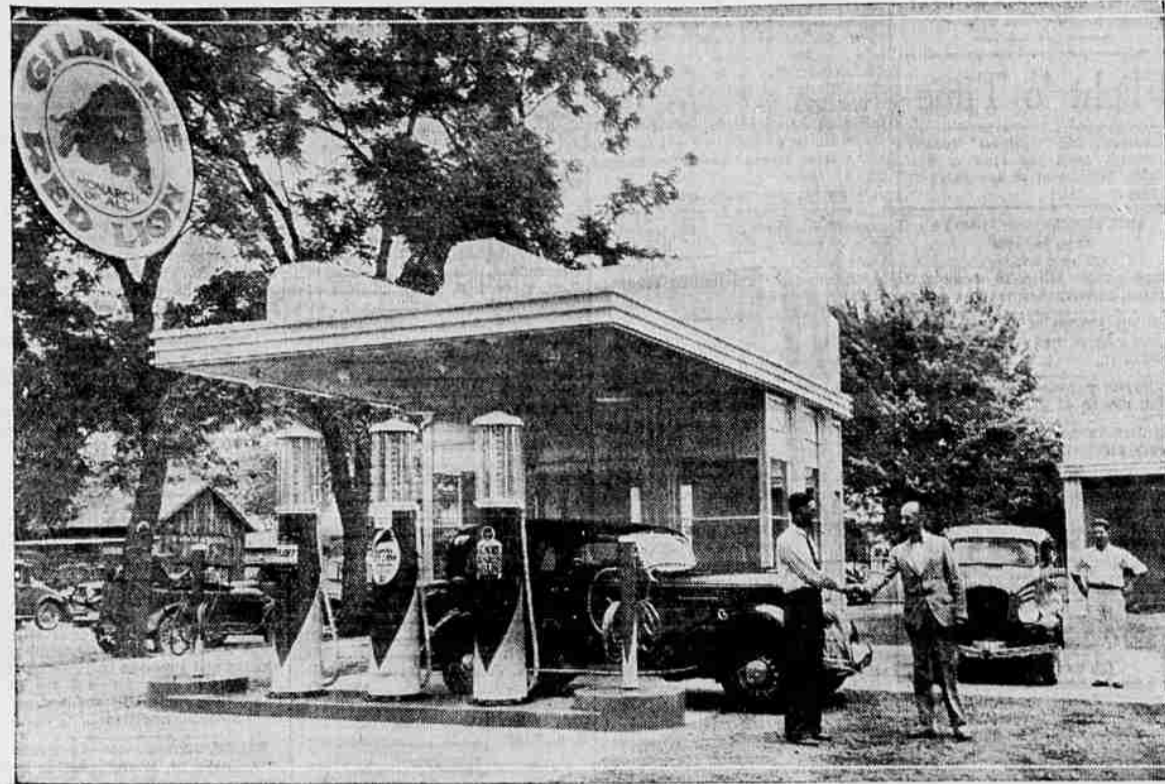
The style of architecture predominant at the Chicago Century of Progress exposition makes its debut in Medford with the construction of the smart new service station just completed at Ninth street and Central avenue. This station, erected on John Perl's property, has been leased and will be operated by Harry Moore, who has been identified with business activities of Medford for the past ten years.

With a staff of local workmen putting the finishing touches on the station today, the formal opening will be held tomorrow and a cordial invitation has been extended to the public to inspect the newest addition to Medford's service stations Saturday by Mr. Moore. John Perl, on whose property the station was erected, is receiving congratulations upon this fine improvement to the South Medford business district. Gilmore Oil company products will be exclusively featured in Harry Moore's new station, according to yesterday's announcement. In addition to Gilmore's famous "Red Lion" gasoline and Gilmore motor oils, the new station will offer the well-known "Check-Chart" specialized lubrication service and a specially constructed lubrication building is a part of the new modernistic station.

Harry Moore, manager of the new station, has been actively identified with civic and American Legion affairs in this city for the past ten years. For six years he was associated with the California Oregon Power company here. Mr. Moore will be assisted in the new station by his son, Kenneth, and Don Turpin, an experienced service man.

"It is gratifying to us that Harry Moore has selected Gilmore products to be exclusively sold in this fine new station," C. W. Ellis, district manager for the Gilmore Oil company in Medford, said today. "We

County Chamber of Commerce Manager Congratulates Harry Moore



—Shangle Photo.

The newest trend in architecture is exemplified in the smart, new station at Ninth street and Central avenue, which opens tomorrow under the management of Harry Moore. The above photograph shows Mr. Moore receiving congratulations from A. H. Banwell, manager of the Jackson County Chamber of Commerce. A new Graham car and a little Willys, both sold by Walter Abbey, Inc., of this city, are shown in the station. John Perl is the lessor of this newest addition to Medford's service stations.

are glad to have our gasoline and motor oils featured in Medford's first ultra-modern type station and likewise pleased in the fact that this offers our southern Oregon motoring patrons additional service facilities. We congratulate Mr. Perl and Mr. Moore upon the opening of this splendid station and wish Harry Moore the best of success in its operation."

Harry Moore's new station, located just two blocks from Main on Central avenue, is known as the full-cantilever type construction which

eliminates the need of supports for the large, decorative canopy covering the gasoline pumps and service posts. Special attention is given to lighting of this new station.

Here for Day—J. D. Long, of Boulder, Colorado, arrived in Medford this morning for a day's visit.

Electrical Contracting
LET US GIVE YOU AN ESTIMATE

Congratulations
HARRY MOORE
on the completion of your fine new

SERVICE STATION
at Central and Ninth

Medford Elec. Const. Co.
Phone 99 B. M. Bush, owner
Basement Medford Bldg.

Station Manager



Harry Moore, well-known Medford man, who will have charge of the new service station at Ninth street and Central avenue. On Mr. Moore's staff will be his son, Kenneth, and Don Turpin.

Free Service On Brakes Offered At Penningtons

Pennington's Battery Service and Garage is featuring free brake testing and adjustment this week under the supervision of an expert of the Multibestos company, according to Lawrence Pennington, J. L. Springer, state representative for the Multibestos company was accompanied by Mr. Gooding, factory expert, to this

city yesterday to supervise the three-day free service session. Mr. Gooding and Mr. Springer are working with Orville Dewey, brake expert at Pennington's Garage. A new Hydraulic brake tester of the latest design has just been installed by Pennington's Battery Service and Garage, and the special free brake testing and adjustment offer is being held to acquaint the motorists of this city with this new equipment.

CONTROLLED POWER means AMAZING PERFORMANCE

You'll lead the traffic with sensational new Gilmore Red Lion. It's the scientifically correct gasoline that doesn't explode or knock, but burns progressively like smokeless powder in a long-range gun. Gilmore provides the ultimate in amazing performance... a complete full power drive controlled on the piston head for the full stroke. No wonder new Red Lion has shattered scores of speed and economy records. No wonder thousands of motorists thrill to the feel of Controlled Power!



GILMORE

RED LION GASOLINE Plus Tetraethyl

CONTROLLED POWER

We Welcome—

Harry Moore's Service Station to the South Central Avenue Business District. This attractive station is a fine addition to this section of Medford.

Montgomery Ward & Co.

SUCCESS TO HARRY MOORE AND HIS NEW SERVICE STATION

Central at Ninth

JOHN A. PERL

We Put the "Finishing Touches" on the New

Harry Moore Station

Ninth and South Central

We Congratulate

Harry Moore on this fine new station and hope it proves to be very profitable.

BOB'S PAINT SHOP

R. W. FUHRMEISTER, Prop.

LET US FIGURE ON YOUR CONCRETE WORK

We did the Concrete Work for the HARRY MOORE SERVICE STATION at Ninth and Central

SULLIVAN & MILNES

General Contractors in Concrete.

820 Narregan Street

HARRY MOORE

Takes Pleasure In Announcing the Opening of

Medford's First Modernistic-Style Service Station Saturday, June 30th

Conveniently Located in the Heart of Medford—at

Ninth Street and South Central

Latest Type Service Facilities...
Chek-Chart Lubrication... Friendly Service

GILMORE RED LION GASOLINE

FORTIFIED - Plus - TETRAETHYL and a Complete Line of Gilmore Products

A Cordial Invitation...

Everyone in Southern Oregon is cordially invited to visit our new station. We believe that it is an attractive addition to Medford's business district and we take justifiable pride in showing this station to all visitors. . . . Our facilities for serving the motoring public are of the very latest and we take this opportunity to assure everyone who stops here, specialized, friendly service.

HARRY MOORE



PHONE 337