

Opening of Two New Modern Mobilgas Outlets In Medford Boosts Local Building Records!

MEDFORD MEN TO MANAGE STATIONS OPENED IN CITY

Investment Approximately \$30,000—Latest Equipment Featured—Local Builders Erect Stations

Two modern new service stations, one located at Riverside and Fourth streets, the other at Riverside and Ninth streets, have just been completed by the General Petroleum Corporation at a cost estimated at \$30,000. The very latest, up-to-the-minute equipment is featured in both stations with a full line of Mobilgas, Mobilgas and other general petroleum products offered to the motoring public.

THE EAGLE CAFE

800 N. Riverdale Avenue
Featuring CONEY ISLAND REDHOTS
Club Breakfasts 20c to 35c
Plate Lunches 25c and 30c
Steaks and Chops
Try Our Coffee With Pure Cream

ONCE AGAIN



The Flying Red Horse Flies

—Over a new establishment that stands as a distinct credit to this community.

ONCE AGAIN --

—R. I. Stuart & Sons have served as the general contractors on a substantial, modern building project.

ONCE AGAIN --

—We invite your attention to our facilities and ability for excavation and general construction. We have the equipment.

R. I. STUART & SONS

GENERAL CONTRACTORS

General Petroleum Corporation representative, H. F. "Skeets" Knight and Jim Beall, will have charge of the Fourth and Riverside units. The stations are now open for business under their management.

Need 43 Years To Count Gas Gallons

It would take 43 years to count all the gasoline gallons consumed in one year in the five western states marketing territory of General Petroleum Corporation, if a person counted 12 hours a day at the rate of 200 a minute. This interesting estimate by Mobilgas statisticians is based on an average annual consumption of 650 gallons by each of the three and a half million motor cars in the state of Washington, Oregon, Arizona, Nevada and California. It gives one a conception of the magnitude of the petroleum industry, employing a great army of workers in these states in the production and marketing of its products, essential to present-day civilization.

Eagle Cafe Opens On Station Ground

An attraction on the new General Petroleum Mobilgas service station lot at 800 North Riverdale avenue is the modern, new Eagle cafe opened recently by Nellie Reed and Elmyra Peak. The new cafe is attractively furnished with all new equipment and features coney island red hot, club breakfasts and plate lunches. Steaks and chops will be a principle menu item.

Representative



Ted Snyder, well known Medford man who is representative for the General Petroleum Corporation in Medford.

IMPORTANCE HERE OF OIL INDUSTRY CITED BY SNYDER

Increase in local payroll. Increase in money invested in this city's permanent improvements. More trade with local supply houses. Employment of local building construction men. Use of more local building materials. Enhanced attractiveness of the city. Improvement of service to the motoring public. These are a few of the advantages of the project represented in the new Mobilgas and Mobiloil outlet.

Congratulations General Petroleum



Painting by **W. R. FINCH** and **FRED GARDNER**
Painting Contractors—Spray Painting—Decorating
PHONE 1047 or 1512-L

The — Wiring and Fixtures

IN THE NEW General Petroleum Stations

Located at 4th Street and North Riverside Ave. and 9th Street and South Riverside Ave.

Were Installed By **Trowbridge & Flynn Electric Company**
214 West Main Phone 12

Attractive General Petroleum Station at Ninth Street



New General Petroleum Corporation station at Riverside Avenue and Ninth street, now serving the motoring public. This attractive station is managed by Vic Kengla and Warren Liggett.

the opening of which is announced here, according to statements of General Petroleum Corporation representatives in this area. It is also cited by Ted Snyder, General Petroleum representative here, that the oil industry as a whole contributes to the prosperity of this city, the state and the nation.

"Today, when there are enough automobiles in the country to take everyone for a ride," says the Mobilgas executive, "everyone is dependent on this industry and its service stations for the supply of essential fuel and lubricants. It is also pertinent that this industry pays 11 per cent of all state, federal and local taxes.

"However, it is not gasoline, oil and grease alone that this industry supplies to the nation. For instance, a 42-gallon barrel of crude oil yields an average of 18 gallons of gasoline

and naphtha, two gallons of kerosene, 18 gallons of gas oil and fuel oil, better than a gallon of lubricating oil and many other products.

LABOR ATTORNEY HITS CLAIM RAIL WAGES ARE HIGH

WASHINGTON, Oct. 5.—(AP)—Railroad labor counsel questioned today as ill-founded the testimony of a witness for the railroads that the wages they pay are high in comparison with other industries.

Charles M. Hay, representing 18 brotherhoods, asked an emergency fact-finding board to discard a pile of charts and graphs offered by the carriers in an effort to justify a proposed 15 percent wage reduction.

The board was named by President Roosevelt in an attempt to forestall a strike voted by railroad men in protest against the cut.

Hay sharply cross-examined Dr. Willford King, New York university economist who prepared the wage studies for the carriers.

The brotherhood attorney contended King had failed to include thousands of part-time workers in his charts. These charts showed the average rail worker topped those in nearly every other industry in hourly and weekly wages.

"The railroad industry runs 12 months a year and 24 hours a day," Hay said, "and cannot be compared to many of these other industries that operate on a seasonal basis and employ many unskilled workers."

King had testified railroad wages were at an all-time peak in the first six months of this year while, in nearly all other industries the wage trend turned downward.

He said yesterday the "shrinkage in railway income is so large as to forecast bankruptcy of the industry unless the situation is remedied."

Chocolate Cake with Creamy Frosting
Veal Relish Filling (Enough for 12 sandwiches)
2 1/2 cup chopped cooked veal
1/4 cup chopped pimiento-stuffed olives
1/4 cup chopped celery
1 teaspoon minced onions
1/2 teaspoon salt
4 teaspoon paprika
3 tablespoons salad dressing
1/4 teaspoon minced parsley
Mix ingredients with a fork and spread over buttered slices and bread.

Avocado Pear Salad
1 pear
3 tablespoons lemon juice
1/4 cup French dressing
Waldorf sauce
Peel pear. Cut in half and discard the seed. Then cut the pear into thin strips. Mix with juice and dressing. Chill for one hour. Serve on croutons or any other salad green.

Use Mail Tribune Want Ads.

Menus of the Day

By Mrs. Alexander George USING UP LEFT-OVERS

Breakfast Menu
Stewed Prunes and Orange Juice
Browned Rice Cakes Syrup
Toasted Buns
Coffee

Luncheon Menu
Veal Relish Sandwiches
Coco
Plum Sauce Coconut Cookies

Dinner Menu
Avocado Pear Salad
Broiled Meat Cutlets
Creamed Potatoes
Buttered Cauliflower
Bread Apple Cinnamon
Grape Coffee

Use Mail Tribune Want Ads.

THE Plumbing Work

Standard Sanitary Fixtures and Wheeling Pipe
Were Installed in the new

General Petroleum Stations by **Penwell Plumbing Shop**
E. C. AMIDON, Prop.

General Petroleum Station at Fourth Street Is Open



The new General Petroleum Corporation station at Fourth street and Riverside Avenue which is now open for business under the capable management of H. F. "Skeets" Knight and Jim Beall.

Operate Fourth Street Unit



Operators of the new General Petroleum Corporation station at Fourth and Riverside streets are, left, H. F. "Skeets" Knight and, right, Jim Beall. Skeets Knight, formerly a resident of Klamath Falls, is married and has one child. He is experienced in garage and service work, which will stand him good stead in his operation of the smart, new service station in Medford. Jim Beall, married and with a family, came to Medford two years ago from Portland. He is thoroughly experienced in service station operation, according to General Petroleum officials here.

Take the gasoline pumps of early days, the first gasoline delivery wagon and the old horse team that pulled it are recalled by many pioneers whose memories have been aroused through the Mobilgas building project featured in these columns today.

For comparison with the fleet, attractive big-capacity gasoline and oil trucks seen on the streets and highways today, this newspaper has secured a picture of one of these first motor fuel equipments. The photo, reproduced here with the delivery equipment of one of the first General Petroleum distributors.

"In marked contrast with this early day equipment," says Grant Bean, agent here, "the company now has a large fleet of streamlined trucks to which constant additions are being made. These trucks carry up to 1,800

gallons on a load serving many stations scattered over a wide area. And making many trips a day. Such trucks have undergone just as radical improvement as the modern passenger cars. They represent a heavy investment, made necessary to quickly and adequately serve a fast growing clientele for the 'largest selling gasoline in America.'

must be changed to compensate for radical climate extremes. There are 4,000,000 horses in Poland, enough to take all the inhabitants riding simultaneously. Use Mail Tribune Want Ads.

filled by the pump, as shown in the accompanying picture.

In the days of this first pump, say old-timers of General Petroleum, a person pulled up a gallon, or thereabouts, at a time. The only measurement was the bucket. Then about the time of the World War came the

popular and portable young actors of the 20th Century-Plex studios, happened along. They insisted on performing the act of operating the antiquated equipment and pouring gas in the car from the bucket

electrically-operated, completely automatic pumps, forming part of the equipment installed in new Mobilgas stations. "It's a far cry," said an old-timer, "and the motorists of the younger generation don't realize how fortunate they are."

But progress didn't stop. With more and better cars, pump manufacturers originated the beautiful

for its production. Oil is produced in 23 states, refined in 88, and marketed in all of them. Some of the wells now go as deep as two miles, and it is predicted that oil drillers will soon penetrate three miles below the earth's surface. Petroleum products, besides serving America's millions, constitute 10 per cent of the United States exports.

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Once It Was the Old Horse Truck



First truck of a "General" Distributor

Oil Changes With Seasons Is Claim

Gasoline and oil, like clothing, are changed with the season, says a report from Mobilgas refiners. Volatility of gasoline and body of oil

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Agent



Grant Bean, Medford man, who is wholesale agent for the General Petroleum Corporation in this city.

FORMER DAYS ARE RECALLED BY NEW STATION'S OPENING

Former days of the old "horseless carriages" and hand-operated pumps are recalled to many pioneers of the city through the opening of the new modern Mobilgas outlet, announced in these columns today.

Many of those who "remember when" look back to the time they bought gasoline in five-gallon cans, and poured it in the tank, located under the front seat of the family

pride and joy.

Later on, about 35 years ago, came the first gasoline pump. It was a very small affair, operated by hand, with a good stiff pull. One of these first ones, found in the archives of General Petroleum corporation, was set up in one of the modern, automatically-operated Mobilgas stations of the company.

About that time the Brewer twins, popular and personable young actors of the 20th Century-Plex studios, happened along. They insisted on performing the act of operating the antiquated equipment and pouring gas in the car from the bucket

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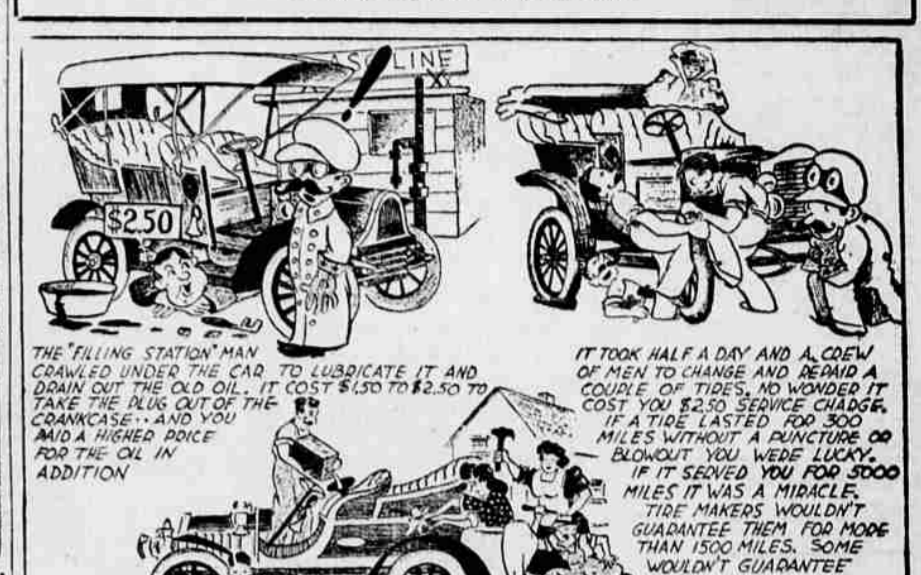
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Remember WHEN?



IT TOOK HALF A DAY AND A CROWD OF MEN TO CHANGE AND REPAIR A COUPLE OF TIRES. NO WHEELS. IT COST YOU \$20 TO \$25 TO TAKE THE RUBBER OUT OF THE COACHCASE - AND YOU HAD A HARD JOKE FOR THE OIL IN ADDITION.

IT TOOK THE FAMILY ALL DAY SATURDAY TO GET READY FOR THAT "LONG SUNDAY TRIP OF 50 MILES." YOU POURED THE GAS IN THE OIL BUS FROM A 5-GALLON CAN YOU BOUGHT AT THE STORE. TRUSTING IT HAD ENOUGH PEP TO START THE ENGINE AND KEEP HER GOING.

WE JUST DRIVE IN AND DRIVE OUT! SERVICE STATION MEN (YES, THERE WERE SOME) ARE THE ANTIQUATED EXPERTS WHO DO EVERYTHING FOR US BUT RUN OUR HOUSEHOLDS. THEY MAKE NO MISTAKES. ANSWER OUR QUESTIONS - CHECK AND CHANGE TIRES IN A JIFFY - LUBRICATE FILTERS AND VALVES - THE WHOLE CAT IN A HURRY. MAIL TO THE UP-TO-DATE SERVICE STATION EXPERT - ESSENTIAL TO EVERY MODERN COMMUNITY!

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Here Now... ANOTHER NEW MOBILGAS OUTLET

AMERICA'S LARGEST SELLING GASOLINE

MOBILGAS

FOURTH AND RIVERSIDE and NINTH AND RIVERSIDE

MOBILGAS MOBILLOIL

To render a better service to local motorists, the celebrated Mobil Products are now made even more conveniently available. Now, nearby, is this handy outlet dispensing every-day motoring necessities bearing the famous Mobil brand — MOBILGAS, the largest selling gasoline in America — MOBILGAS ETHYL, premium gasoline leader — MOBILLOIL, largest selling motor oil in the world — MOBILGREASE, leader in lubrication value — and other quality products.

NOW OPEN!

FOURTH AND RIVERSIDE STATION

- H. F. "Skeets" KNIGHT
- Jim Beall

NINTH AND RIVERSIDE STATION

- Warren Liggett
- Vic Kengla