

OPENING DAY SET FOR NEW GAS STATION

The grand opening of the new Gilmore automotive service located on Main street near Conger avenue is scheduled for Saturday, according to Keith Rice, Gilmore distributor here.

The latest facilities in service station design have been incorporated in the construction, which includes the latest in computing meter pumps as well as the most modern equipment for lubrication and complete service of the automobile.

Exclusive Products
Gilmore products are marketed exclusively in the new and modern service unit. Gilmore record-breaker, Red Lion and Gilmore Ethyl gasoline, Lion Head motor oil, Mobiloil and a complete line of Gilmore automotive lubricants are available to motorists.

In addition to this line of petroleum products, the new station offers the well known "Chek-Chart" specialized lubrication service.

Rice pointed out that Gilmore products, refined and manufactured by the Gilmore Oil company and marketed exclusively through independent dealers, have been proved and improved through record breaking performances on land, in the air and on the water.

At Indianapolis, in the grueling 500-mile Memorial day classic, Gilmore Ethyl gasoline is the only stock product regularly sold today that ever won this world famous event. Gilmore representatives declared, Lion Head motor oil was also used in achieving this success.

Mileage Rates High
Early this year in the fourth annual Gilmore-Yosemite economy run, 16 1939 stock sedans of various makes and sizes averaged 21.9 miles per gallon of Red Lion gasoline over a winter route from Los Angeles to Yosemite national park despite handicaps of snow, rain, mountain grades and blizzards. Considered the biggest stock car event each year, the test is conducted under the strict supervision of the contest board of the American Automobile association, which doesn't permit coasting or trick driving. An extensive newspaper advertising campaign

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New Oil Station Opens Here



The new Gilmore oil station on Main street and Payne alley is shown in this picture. The men in the picture are (left) Keith Rice, Gilmore distributor, and Dewey Reed, one of the managers of the station.

featured results of this annual test.

"It is gratifying to us that Dewey Reed and Jack Pyle will open this new service unit as Gilmore independent dealers," said Rice.

"We are glad that they will be in a position to offer motoring patrons the additional facilities embodied in this ultra-modern type station. We congratulate them upon the opening of this new plant. A substantial investment in this territory is significant of the confidence placed in the growth and continued expansion of the area," Rice concluded.

LESS THAN FIFTY YEARS AGO
Tempus fugit! But the development of the automobile industry

has been even faster. In 1898 there were less than 30 self-propelled vehicles operating in the United States, according to the research bureau of the Gilmore Oil company.

FREE SERVICE IS NOT FREE
Real labor hours are involved in the pleasant, efficient "free service" dispensed by the nation's gasoline operators, point out sales executives of the Gilmore Oil company, who estimate that if only half the motorists use the change-over service available at stations, operators will spend the equivalent of \$30,204 eight hour days alone in this operation.

NEW CAR CUTS COSTS
Designed along the lines of a

light streamlined train, a new low-priced automobile claims a 500-pound cut in weight and a 20 per cent reduction in fuel consumption with an appreciable gain in durability. It is reported by engineers of the Gilmore Oil company.

Plastics derived from petroleum are being shaped into transparent fruit and vegetable cans in Germany.

NEW STATION MEN TRAINED IN OIL WORK

Dewey Reed and Jack Pyle, partners in charge of the new Gilmore station on Main street near Conger avenue, have long experience in the automobile servicing and petroleum business.

Reed came here recently from Hastings, Mich. He spent four years in a bulk plant of the Sinclair Oil company, and five years in retail service station work.

Pyle is a specialist in lubrication. He served four years with the Richfield Oil company. Complimenting Pyle and Reed on their excellent new plant, C. W. Ellis, Oregon division manager for the Gilmore Oil company, said: "It is indeed a pleasure to have men of their caliber and experience representing the Gilmore Oil company in Klamath Falls as members of the large Gilmore independent dealer group operating throughout the Pacific coast states from Mexico to Canada. This new station, a credit to any community, is a marked improvement to the business development of the city."

Thousands prefer Wieland's Extra Pale; a taste tells the tale

MERRILL REBEKAHS STUDY PLANS FOR FLOAT IN PARADE

MERRILL—Rebekahs in session this week took up plans for a float to be entered in the parade for the sixth annual Klamath Basin Potato festival to be held here October 20-21.

Mrs. Gertrude McCormick, noble grand, appointed Mrs. Goldie Kidwell to act as chairman of the committee on float arrangements. Mrs. Kidwell will be assisted by Mrs. Georgia Moore, Mrs. Geraldine Cox, Mrs. Mae Anderson and Mrs. Neta Stevenson, the noble grand and vice grand to act as ex-officio members of the committee.

The local Rebekahs through a committee will contact Rebekah members of other lodges to extend an invitation to meet with the Merrill order. On this committee are Mrs. Geraldine Cox, Mrs. Maud Paus and Mrs. Kidwell.

A vote of thanks was extended

to the Oddfellows for furnishing the cream and coffee for the annual picnic held recently at Medicine lake.

Following the lodge session, Mrs. Hazel Lilly, president of the Three Links club, called a meeting to plan for a fund raising campaign for purchase of new games for social activities and to help in financing the float for the festival. All members will contribute 50 cents instead of any

active work for the fund. Mrs. Thurza Snyder and Mrs. Mae Anderson were appointed to augment the supply of games.

Mrs. Lena Buck, Mrs. Thelma Stukel, Mrs. Sanford Jones, Miss Nevada, Schooley and Warren Fruits, who celebrate birthdays in July, entertained for the August birthday group including Mrs. Pearl Blanton, Mrs. Cora Ryecraft, Mrs. Lola Meyers and Richard E. Bailey.

CONGRATULATIONS
to Keith Rice, local manager
of the Gilmore Oil Company,
on the addition of this fine
New Service Station
EAST SIDE ELECTRIC
Electrical Wiring
625 Klamath Phone 700

Congratulations
To Keith Rice and the New
Gilmore Service Station
from one end of town to the other
BM STATION and
Balsiger Motor Co.

Announcing--
Richland
Cushion Balloon
Tires for Today's Fast Cars

The new Richland DeLuxe Balloon is specially built to meet the exacting needs of today's fast cars. It's wide, ribbed traction tread puts more rubber on the road... prevents skidding on slippery pavements. The carcass is made of flex-resistant fabric cushioned in tough, heat-proof rubber.

Richland DeLuxe Balloons offer car owners greater safety... increased mileage... added comfort... outstanding appearance. They are the finest tires of their kind, yet cost the same as ordinary tires. In 4-ply and 6-ply construction.

Opening Specials

Size	Regular List Price	Our Special Sale Price
4.40-21	\$ 6.55	\$5.97
4.50-21	7.20	6.12
4.75-19	7.45	6.32
5.25-17	8.40	7.14
5.25-18	8.65	7.35
5.50-17	9.50	8.08
6.00-16	10.35	8.80

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SUPER SERVICE
MAIN and PAYNE

DEWEY REED and JACK PYLE
ANNOUNCE THE
GRAND OPENING
OF THEIR NEW
Gilmore Super-Service
MAIN and PAYNE
Saturday, August 12th

Red Lion, Blu-Green and
Gilmore Ethyl Gasoline

A Complete Line of Gilmore
Automotive Lubricants

Lion Head Motor Oil, Mobiloil

Gilmore "Chek-Chart"
Lubrication Service

GILMORE

SOLD BY *Independent* MILEAGE DEALERS