

GASOLINE HAS LONG JOURNEY

H. R. Speck Gives Idea of the Handling of Gasoline Before Used

The man who drives up to a green and white pump and has ten or fifteen gallons of General gasoline pumped into the tank of his car seldom stops to reflect just how far and in what ways that gasoline has traveled before it gets into the station of the independent dealer who supplies him, states W. R. Speck, distributor of General Petroleum Products.

"If we could follow it from the wells where it is produced, perhaps in the Taft, California, field, through miles of pipe line across mountains and over deserts to the refineries; thence through other pipe lines to the harbor, where it is pumped into the huge ocean-going tankers that transport it to the storage tanks at Portland; thence by rail to our distribution tanks; thence by tank to the service station; and if he could see all the care with which it must be handled at every stage of its journey, he could realize better just what is necessary to bring his gasoline to him.

"The pipe line department of the General Petroleum Corporation has a mileage of over 400 miles in California, and last year handled over 25,000,000 barrels of oil. In pumping it over the mountains it is necessary to have stations which heat the oil in the winter so that it will flow more freely. Oil is routed and dispatched through the pipe lines in much the same manner that trains are dispatched on the railroad.

"In this connection, a recent report showed that in connection with its pipe lines, the General Petroleum Corporation operates approximately 1,000 miles of telephone and telegraph wire, with 300 telephones and six telegraph offices. With the aid of these instruments and close observation of tank gauges, the operators and engineers are able to operate the pumps in synchronism, and the dispatcher is able to keep in touch with every barrel of oil in transit."

OVERLAND AND KNIGHT ANNOUNCE REDUCTION

HUGE TOLEDO MANUFACTURER CUTS ON ALL MODELS

Announcement is made from Willys Overland Inc., Toledo, Ohio, of sweeping price reductions on all models effective at once and covering both six and four cylinder models in the Overland and the Willys-Knight lines.

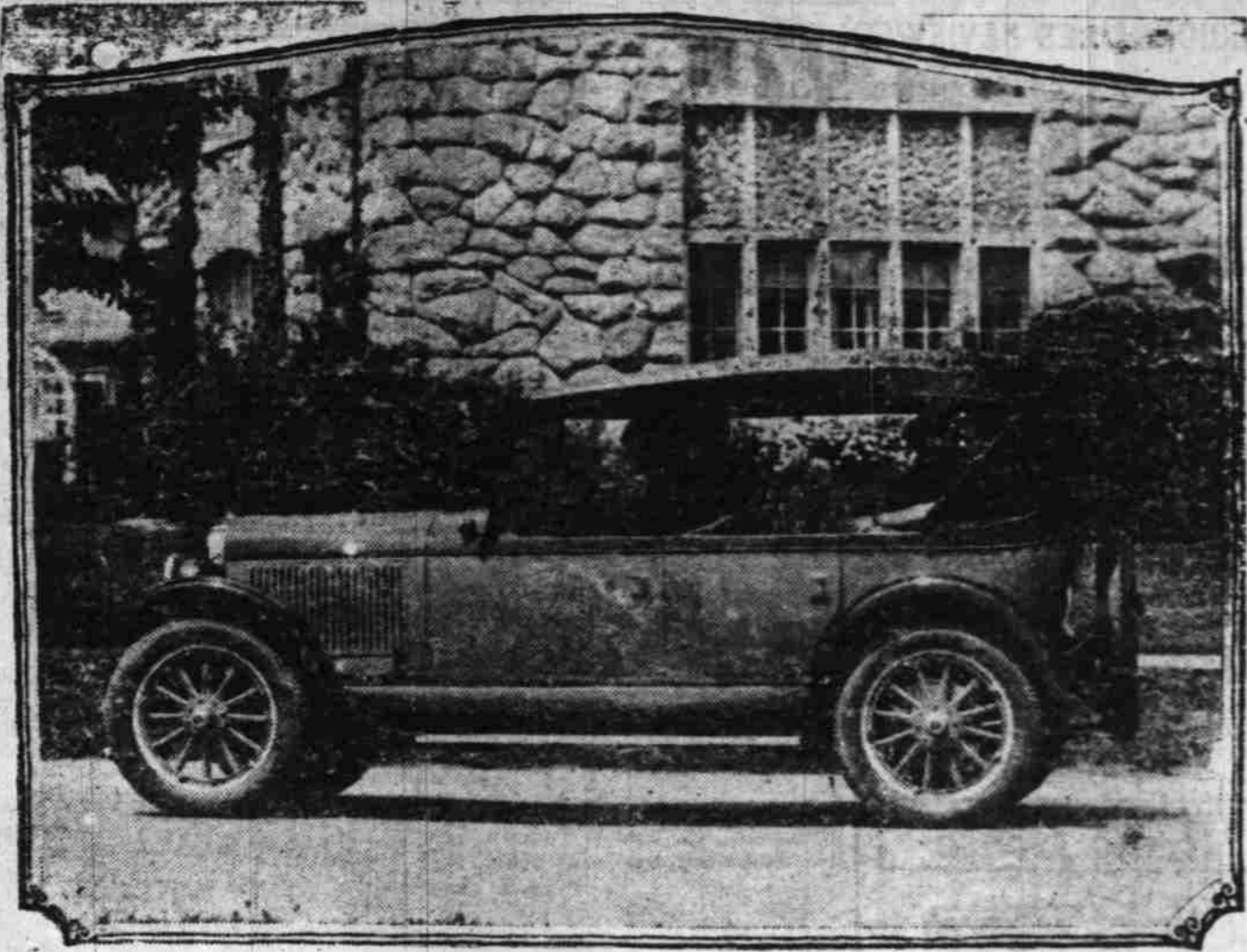
The cuts on the six cylinder Willys Knight models range from \$95 on the open models to \$200 on the Sedan and the Brougham; on the four cylinder Willys Knight line the cuts are \$100 on all models with the exception of the sedan which has dropped \$125.

The new low prices on the Overland Six were announced two weeks ago. On the Overland Four, the cut on the DeLuxe Sedan is \$45 and on the Standard Sedan and the Coupe, \$35. Prices on the Touring car remain the same as in the past.

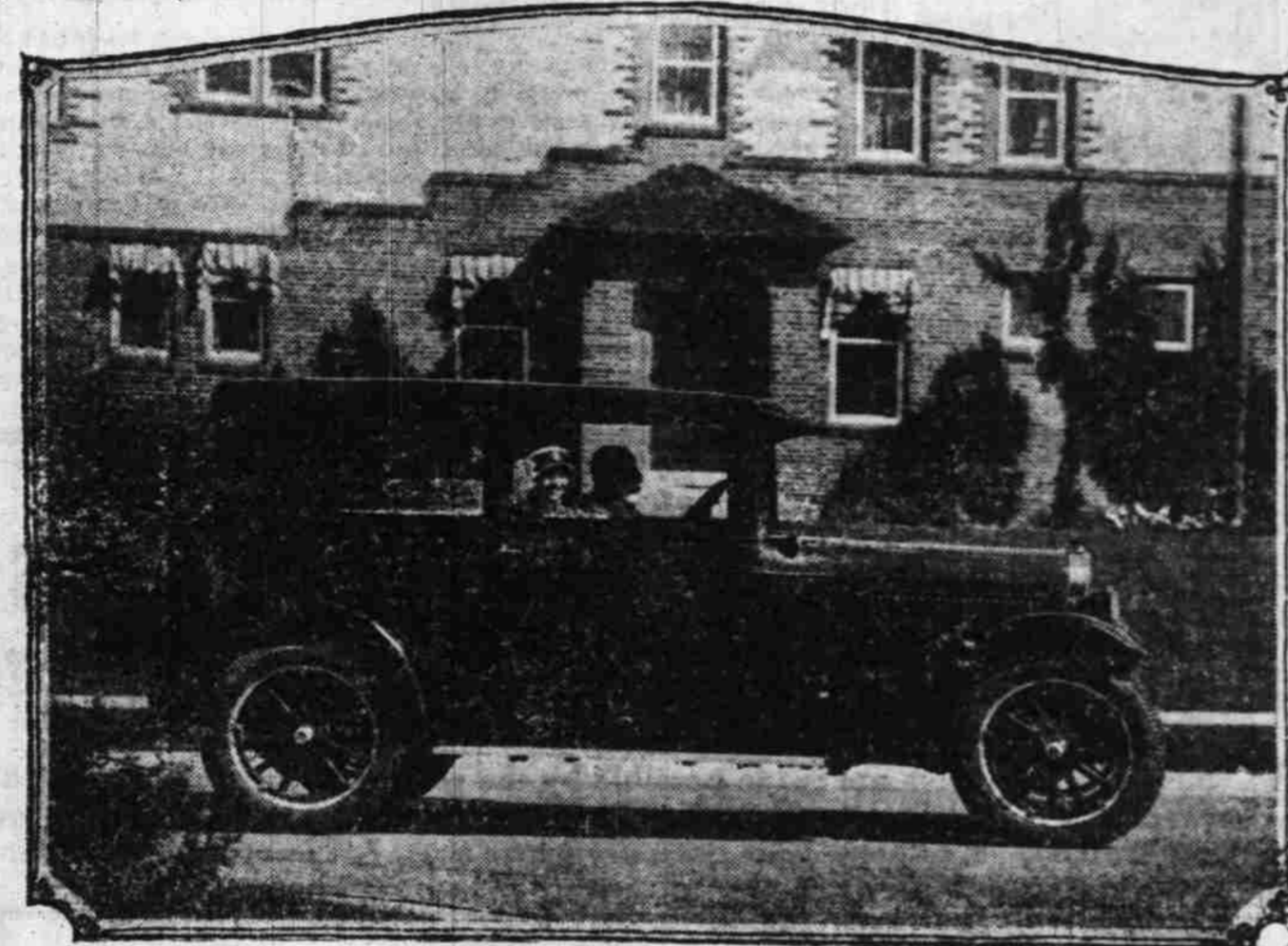
The pronounced drops in price on the six cylinder models in both the Overland and the Willys Knight lines comes as a distinct surprise after the low prices named on these models when they were introduced.

The new prices on the Overland Four maintain for this car the

NEW OLDSMOBILES ANNOUNCED



The Oldsmobile Six Touring



The Oldsmobile Six Coach

distinction of being the lowest priced four cylinder car on the market equipped with a standard three-forward speed transmission.

Reports from the Pacific coast territory indicate that the demand for all models has been above the quotas set for the territory while all over the country the price drop comes in the face of a sustained demand which has kept Willys Overland production at the highest point ever reached in the history of the company.

No changes in specifications or equipment are announced or contemplated, the price drop being justified by the high output records of the factory which have kept the manufacturing costs down.

Local representatives for Overland and Willys Knight when interviewed regarding the price drop, said, "That it was entirely unexpected is borne out by the fact that our regional sales meeting just closed Saturday and at that time we had no information regarding the change.

"It comes only a day after the arrival of Mr. John N. Willys, president of the Willys Overland Inc., from a trip to Europe and is undoubtedly a part of his general

program which is aimed at keeping the high production figures of his company up to their present rate all during the fall and winter seasons.

"We have felt a pronounced trend toward Willys Knight and Overland products this year, not particularly because of price but because of the recognition on the part of the car buying public of the values we have to offer. These new prices make this value more evident than ever before.

"On our standard production they are the lowest ever reached in the history of the organization. We are more than ever in a position of being able to serve the price demands of better than 90% of the entire car buying public from one organization with one basic source of responsibility.

"This will add to the strength of our position and at the present time we rank as the third largest and strongest motor car manufacturing company in the world."

all the way from one machine to sixty-five in one order. On account of the quick pick up, the ease of getting through traffic, the extreme fast speed attainable and the low operating costs makes the motorcycle in great demand for police work.

ROAD IMPROVED

Yosemite National Park—Motorists by the hundred arrived in Yosemite National Park over the Wawona road this week and expressed much satisfaction with the abolition of controls between Inspiration Point and the floor of the valley.

The road between these points as improved by the National Park Service during the summer, proved plenty wide for up-going and down-going machines to pass. Relegation to the scrap-heap of the old regulations permitting ascent of the grade only on even hours and descent on odd hours made a hit with Mr. Motorist.

HARLEY - DAVIDSON POLICE SALES SHOW BIG INCREASE

Police and sheriff's departments throughout the country are fast turning to the motorcycle as a solution of handling their fast increasing traffic problems. This swift, economical means of transportation for officers in chasing speeders, running down bootleggers and drunken drivers has made the motorcycle very popular with all law enforcement departments.

There are now 2433 departments using Harley-Davidson equipment in the United States, says Harry W. Scott, local cycle dealer, and these departments purchased during the past season a total of 2236 motorcycles. These were purchased in varied amounts



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CHAMPIONS GAIN MORE VICTORIES

Toledo-Made Spark Plugs in Winning Engines on Land and Water

Champion spark plugs continue to play a leading part in various

great speed events both in America and Europe.

In the recent Grand Prix of France, held over the Montlhéry Course, Benoist won with a Champion equipped Delage, Wagner, in another Delage, power with the same type spark plugs, was second.

All the Alfa Romeos, withdrawn when Antonio Ascari, leading European driver, was killed, were equipped with Champions, including Ascari's car.

The Grand Prix followed shortly after the great touring car

contest, the Grand Prix Tourisme, run over the same course. Boillot, driving a Peugeot, was the winner in the five litre (300-cubic inch) displacement class. All cars in each of the three piston displacement classes were Champion equipped.

On July 20, Ralph DePalma drove a pretty race to win the annual Denver event with his Miller Special, driven by Champions.

These same spark plugs were an important factor in two great cross-country drives during the last few weeks. The Packard

with which Lieut. Wade, of the world airplane fliers, drove from Los Angeles to New York in a non-stop run, was equipped with Champions, as was the Willys Ste. Claire which L. B. Miller used in establishing a new coast to coast record of 102 hours and 45 minutes.

Ten of the 12 speed boats participating in the recent Savannah (Ga.) water carnival used Champions. Baby Sunshine, winner in both rain events, and Miss St. Petersburg, the runner-up, were both Champion equipped.

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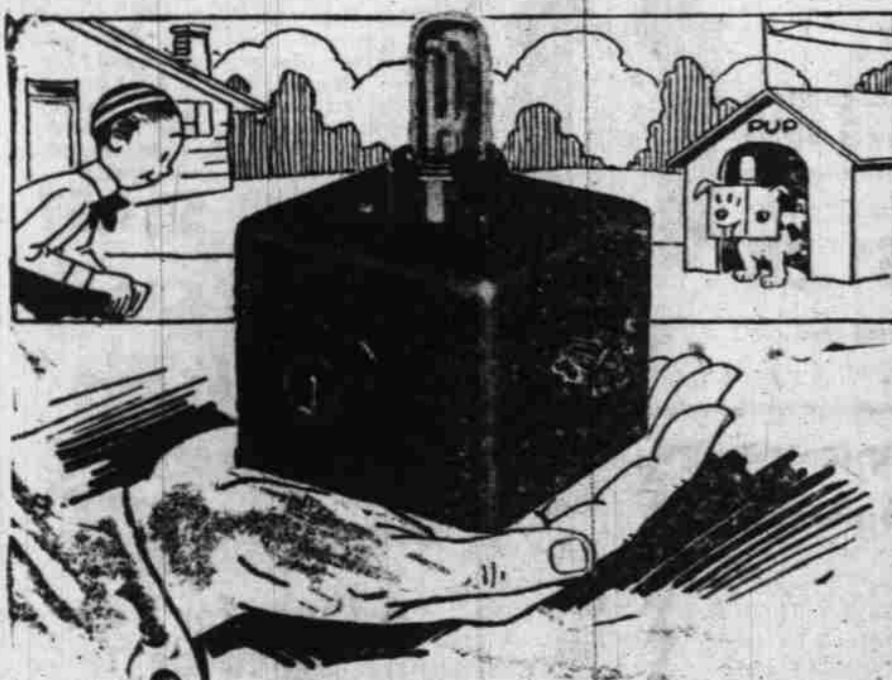
365 North Commercial—Salem, Oregon

OLDSMOBILE

SIX

Product of GENERAL MOTORS

WORLD'S SMALLEST RADIO SET UTILIZING VACUUM TUBE



THE life ambition of Powell Crosby, Jr., is about to be realized. Four years ago, before he was referred to as "the Henry Ford of Radio," he wanted to buy a one-tube radio receiver for his son to play with. He was informed it would cost \$130.00. Feeling that was entirely too much money to spend for a boy's toy and also realizing there must be other fathers who would like to give radio sets to their children, he made up his mind to someday build a radio set which would be within the pocket-book reach of everybody.

Success has crowned the efforts of the inventor of the new single-tube regenerative receiver

er which he has called the "pup" because it is the smallest real radio set in the world. The tremendous production facilities in his Cincinnati plants makes it possible to sell the set for \$9.75. A radio of this kind makes it possible to "take your entertainment with you." It weighs about a pound and is only 3 1/2 by 4 1/2 by 4 1/2 inches. Experiments have demonstrated this single-tube receiver will pick-up signals from distant broadcasting stations with excellent volume and the super-power stations "pound right in." Its inventor believes that it will not be long until foreign high-power stations will be heard with a one-tube receiver.

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