

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 8, 1925

ALPS CONQUERED BY WILLYS-KNIGHT SIX

Klausen Pass Is Ascended in High Gear for First Time in History

For the first time in the history of the European automobile industry, an automobile has ascended the rugged and steep incline of Klausen Pass in Switzerland.

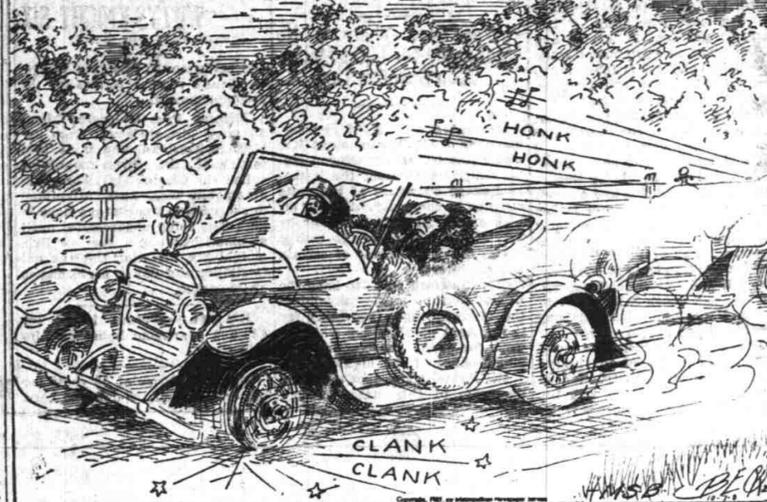
Klausen Pass is one of the highest roadways in all Switzerland which is improved in surface. For years foreign automobile representatives have attempted to scale its steep incline without change of gears but never has this been officially accomplished until recently when John Ogroats, attached to Willys-Overland's field organization abroad, drove a Willys-Knight Six over the treacherous course without changing to a lower gear.

To add official recognition to this unusual climb, representatives of the Royal Automobile club of Great Britain were on hand to attest to the drive. At its completion a certificate of merit...

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DOWN THE ROAD—

HAROLD PROMISED HIS SWEETIE'S FATHER HE'D GET HER HOME BY TWELVE--IT IS NOW ONE-THIRTY AND STILL TWENTY MILES TO GO--AND MIGHTY SLOW GOING ON A RIM



"Be It Ever So Humble, There's No Place Like Home"

By Beck

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GENERAL GASOLINE SALES INCREASING

Demand for Relatively New Grade Exceeds All Hopes of Company

"Fill up and let your engine decide" was the slogan adopted by the General Petroleum Corporation when they first introduced General gasoline to the automobile owners of the northwest," says W. R. Speck, distributor of General Petroleum Corporation in Oregon. "This introduction took place in Seattle in December, 1923. As a result, the sales of General gasoline increased in leaps and bounds, even beyond the expectations of the executives themselves."

Mr. Speck lays this phenomenal growth directly to the quality of their gasoline, and also to the manner of distribution—exclusively through independent dealers. He states that it was only after much patience and experimenting that they hit upon a gas-

oline that would meet the necessary requirements under all conditions, and one that had the proper balance to insure "quality."

"In commenting on the necessity of having a gasoline well balanced, he says: "When a gasoline turns into power, it is vaporized and mixed with air in the carburetor—and in this explosive form fed in the firing chamber of the motor cylinder. The upward stroke of the piston compresses the 'gas' tightly—whereupon the spark jumps from pole to pole of the spark plug, firing the mixture. The explosion takes but 1-300th of a second, and turns into gas that which has been vaporized liquid. This gas, at a temperature of 3000 degrees Fahrenheit, has instantaneous expansion which must find an immediate outlet. So the piston is driven downward to communicate the motion through the crank shaft and transmission to the driving wheels. If the gasoline is not properly balanced, there will be an uneven spark, which not only tends to cut down the power very noticeably, but also adds much to the wear and tear of the engine by causing jerky explosions."

"The General Petroleum Corporation is confident of the quality of their product, and therefore felt perfectly safe in offering it to the public under their slogan of allowing the engine to decide."

CLEVELAND ADOPTS NEW RATE SYSTEM

Flat Basis Provides Pre-determined Cost on Maintenance of Motor

"These days when an automobile owner finds it necessary to stop in a service station to have his car looped over, or some minor adjustment made, he wants to know just what that particular service operation is going to cost, before it is actually started," states J. T. Nicholson, service manager of the Cleveland Automobile company, Cleveland, Ohio.

"No longer does the average motorist want to put up with service costs which are excessive. He wants to be assured of a square deal. It must be remembered that without a flat rate system of charges in effect, it is absolutely impossible for retail dealers to maintain a similar cost on service."

Each has his own particular ideas as to labor costs and what maintenance work is worth. This has proved to be so varying that many of the foremost car manufacturers have adopted what is known as a flat rate system of charge. The Cleveland Six has just introduced a system of this character to its distributing organization.

"The completion of this flat rate system dates back over several years, inasmuch as it was necessary to record the time and most of thousands of service operations in the shops of Cleveland Six distributors and dealers. This of course has enabled the factory to work out an equitable charge basis for each service operation in connection with the Cleveland Six.

"Each Cleveland Six distributor or dealer adopting this system of service is supplied with a list of maintenance operations, the cost of each being definitely stated, consequently Cleveland Six costs in this respect will be uniform with each distributor and dealer who has adopted the flat rate system in conjunction with his business."

Hudsons Average Over 20 Miles To Gallon

No other car of equal power will give more miles per gallon. Come in and let us give you a free ride.

SEE FOR YOURSELF

(From Portland Telegram, Nov. 4)
TESTS SHOW
HIGH MILEAGE

Five Hudsons Average Over
20 Miles Each to Gallon of
Gasoline

In an effort to determine just what mileage can be expected from the average Hudson closed car, the Portland Motor Car company, A. C. Stevens, sales manager, of the Portland city dealer organization, co-operated Monday in a road test with five closed Hudson cars. These were sent out in different directions under varied road conditions and all were driven an average of 100 miles.

The drivers were instructed not to do any "trick" driving, to leave their clutch engaged at all times and to do no coasting with the engine off. The test was made with General Gasoline, obtained at the starting point, Fifth and Main streets at the Coast.

There, under the supervision of newspaper men and Captain Frank Ervin of the police department, the tanks were each drained and refilled with 10 gallons of General gas drawn from the regular filling tanks in use that day. Several hours later when the cars returned, they were drained of the remaining fuel, which was measured by the officiating newspaper men and the computations made on all five cars.

The results of the drives showed a total average gasoline mileage of 20.24 miles, the total distance run was 499.2 miles.

The highest mileage made was 22.44 miles by Harry Eaton, driving on a trip to McMinnville. G. B. Pennington was second with 22.32 miles from Condit & Conser was third with 20.16 miles, on the trip to Rainier. M. Buckley, from C. B. Preston brought 18.64 miles on the trip to Cate's return. W. R. Cate with a back up driver was compelled to return to Oregon City to avoid an accident at this happening cut down his average.

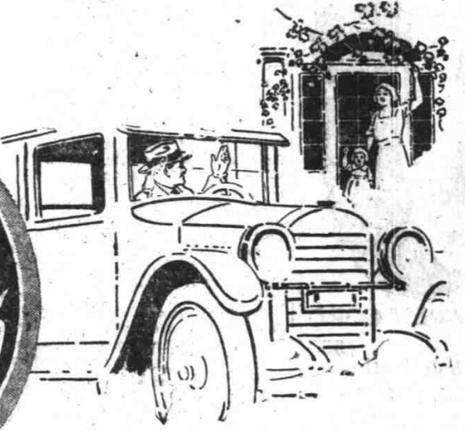
As the cars drew into the filling station, each was taken in turn and sealed each tank's cap with a metal clamp which was removed at the filling station. This made it impossible for gas to be taken from or added to any tank en route.

Peters, in discussing the results after the tests, expressed himself as highly satisfied with the mileage obtained.

"We have been seeking some method for some time of acquiring the public with the fact that the Hudson car is economical in gas consumption and this test proved our contention. We purposely made our test under actual driving conditions which would pertain to any Hudson owner and made no attempt to obtain by trick driving a large mileage which the average owner could not get except under like favorable conditions. Any test of that nature would naturally react in that owners would complain if their cars did not do like-

The Portland Motor Car company and its allied city dealers staged a gasoline test Monday with five Hudson closed cars, using General Gasoline. Captain Frank Irvin officiating as starter.

FRED M. POWELL
Motor Cars
350 N. High Street—Telephone 2126



Start Quick; Finish Strong!

GENERAL Gasoline helps you to start the day right. It has in it enough of the very light fractions to vaporize easily and ignite instantly in a cold motor.

Hence, no matter how cold the morning, "General" gets you away with a song. And all day long it will keep your engine turning smoothly with a kick in every stroke.

Check up and you'll be surprised at "General's" liberal mileage.

"General" is made from selected crude by the most efficient known method of refining. It has all the pep of old-style gas.

Drive up to the Green-and-White Sign at an Independent Dealer's if you don't know "General." Just "Fill up and let your engine decide!"

Ask for Scrip Books

GENERAL GASOLINE and Lubricants

W. R. SPECK, Distributor, Salem, Oregon