

RADIO CALL BRINGS HALF-MILLION NOTES

Thousands of Telegrams Received in Answer to Call for Messages

The tremendous growth of America's radio audience and the nationwide popularity of the Pontiac Six automobile, were vividly demonstrated recently when station KPNP at Shenandoah, Iowa, offered a Pontiac Six Coach as a radio prize and drew more than a half million messages in two days time, 225,991 of which were telegrams.

It had been announced that every person sending a congratulatory telegram to station KPNP during a special two day radio program February 22 and 23rd, celebrating its second anniversary, would participate in the drawing for a list of prizes—a Pontiac Six being the grand prize along with numerous lesser rewards.

The management of the station had expected to receive between 15,000 and 20,000 replies. That number was passed within the first five hours. Then came the deluge. From all sections of the country clicked an unceasing flow of telegrams. Apparently the magic of the radio had reached every city and hamlet in the land. Shenandoah, a quiet town of 5000 population, had become one of the telegraph centers of the country. Each hour there were received as many telegrams as it ordinarily would receive in weeks. The wires were soon choked, and the local telegraph office threw up its hands in dismay.

It then broke through the flood of incoming messages with a call for help. An emergency crew of operators was rushed to Shenandoah in automobiles. They worked night and day scribbling the endless messages carried by the monotonous drone of tapping brass. It was several days before the last telegram was received and the exhausted corps of clerks announced at station KPNP that more than one-half a million messages including 300,000 letters and 225,991 telegrams had been received, exceeding by 25-fold the largest preliminary estimate.

Among them were telegrams from every state in the Union, Canada and Mexico, but the winner of the grand prize of the Pontiac Six was E. D. Bowers, a retired farmer of Jefferson, Iowa, who immediately went to Shenandoah and received delivery of the car.

So far as it is known, this is

easily a world's record of telegrams received by a broadcasting station. In addition to the major prizes, every person who sent in a message of any kind, received a small prize in recognition of his effort.

AJAX-NASH SHOWS GREAT SALES GAIN

Average Increase of 116.3 Per Cent in Motor Show Sales Is Shown

With the automobile show season in large metropolitan centers drawing to a close, a survey of Nash-Ajax retail sales at the principal shows this year presents an illuminating picture of the gathering momentum that forced February production to 14,148 cars. Everywhere last year's record show business has been eclipsed by the home field retail sales of 1926. Shows in 14 of the principal cities record an average gain of 116.3 per cent.

"The automobile show, generally speaking, is an excellent barometer of public attitude toward a given make of car," said E. H. McCarty, general sales manager of the Nash Motors and Ajax Motors companies. "And the public favor with which Nash and Ajax cars are being received is more apparent than at the present time. Not only were the Nash-Ajax exhibits at all shows, centers of attraction but public endorsement was made emphatic by a record-breaking number of bona fide retail orders."

"Because of the country-wide demand, February, the shortest month of the year, with but 24 working days, was the greatest month in the history of the Nash Motors company."

"In New York, retail show sales for the metropolitan district, were 24.5 per cent higher than in 1925. Buffalo's increase was 53 per cent; Philadelphia, 134 per cent; Cleveland, 57 per cent; Milwaukee 38 per cent; Detroit 89.5 per cent; Chicago 210 per cent; Minneapolis 145 per cent; Indianapolis 39 per cent; Rochester, 612 per cent; Kansas City 80 per cent; Louisville 72 per cent; St. Louis 86.6 per cent and Syracuse 200 per cent."

Florida Boom Spirit Is Urged for Europe

LONDON—British visitors returning from Florida advocate the widespread boom spirit for the development of the great open spaces of their Empire. Not since the great rush for England nearly a thousand years ago by William the Conqueror and

CUSTOM BODY SHOP USED BY CADILLAC

Arrangements Are Complete Whereby Company Has Nine Styles Available

To better supply the demand for custom-built bodies with an unusual degree of individuality, the Cadillac Motor Car company has completed arrangements with the Fleetwood Body company, of New York City, and Fleetwood, Pa., for the building of nine custom body styles upon individual order.

The Fleetwood organization operates one of the pioneer exclusive custom body shops of this country and has designed bodies for several makes of chassis of the highest grade.

The new Fleetwood bodies reflect the changes which are about to take place in custom coach work during the coming season. The bodies are low. The narrow moulding is almost universally used, and an unusual variety of colors is offered. Interior upholstery is selected to match the color of the exterior.

The nine body styles, which embrace both chauffeur—and owner—driven types, are an inside-drive limousine for seven passengers; a limousine-brougham for five passengers; cabriolets or town cars, for four and for five passengers; a collapsible cabriolet for two passengers; one for four passengers in two body styles; an inside-drive cabriolet for four passengers, and an inside-drive collapsible cabriolet for seven passengers, also built in two body styles.

Additional seats in the town cars are of the opera style, and cars with exposed driver's seats are equipped with glass side wings opening with the doors.

his nondescript horde of adventurers has this country experienced anything like the Florida land boom. It will be remembered that William, as Duke of Normandy, and the leading royal realtor of his times, promised his followers choice town lots and country estates in King Harold's green little island across the channel. Supporters flocked to his banner.

Today, however, the problem of the British Isles, with a population of 47,000,000 in an area little larger than California, is to find suitable emigrants for the unpeopled places of Canada, Australia and British America.

Contracts let for the Summit-Dee market road, for approximately \$10,000.

A piece of pie in the hand tastes better than two pieces on a plate.

Where Mile Long Train Piled Up in Snow Storm



Blinding snow storm that was raging at the time is blamed for the wreck of 28 cars of a 90-car Milwaukee & St. Paul R. R., near Milwaukee. Other trains were held up for some hours. Photo shows wrecking crews at work.

RECORD-RUN MADE BY CLEVELAND CAR

New Salt Lake City-Los Angeles Record Is Made in Stock Sedan

"An entirely new endurance and speed record can now be added to the many performance achievements in power, speed and stamina, which are already accredited to the Cleveland Six," states R. N. MacDonald of the MacDonald Automobile company, local Cleveland Six distributors.

"This latest laurel to be included in the Cleveland hall of achievement is the Salt Lake City to Los Angeles record."

"Just the other day, a stock model series 31 sedan driven by Charles Bigelow broke the previous record for this run by 2 hours 12 minutes. The elapsed time for this record was 20 hours, 2 minutes—3 hours and 48 minutes faster than the best scheduled

running time of the crack Union Pacific train.

"This new record puts into past history three previous records established by three well known mediums as well as high priced cars. "When it is understood that the itinerary for this run carried the driver and the Cleveland Six from Salt Lake City through Provo, Nephi, Beaver City, Cedar City, St. George, all in Utah; then on to Las Vegas, Nevada; through Barstow, Victorville, San Bernardino, to Los Angeles, California, the record was a worthy achievement because of the territory traversed. Reference to a map will show that in making these cities it was necessary to drive over mountainous territory and through the hot, arid Mojave desert, which speaks much for the car's cooling system and enduring power."

"The realization of this last record is a worthy addition to the Mt. Wilson, Mt. Diablo, 1000 mile record and the Frisco to Portland record, etc., already held by the Cleveland Six. According to advice from the factory further attempts for many new records will be made within the very near future."

Eugene—The Morning Register lets contract for erection of a concrete building.

I Will Drive This Car

I am going to drive a Rickenbacker automobile myself . . . today . . . going to drive both a Six and a Vertical Eight . . . don't know yet which I prefer . . . don't even know of my own experience what is the difference between the two.

I am going to find out about this car of which I hear so many wonderful things from owners . . . about which competitors wax rabid whenever I mention its name . . . It must be either the world's best automobile or the worst . . . seems to be no half-way about this Rickenbacker . . . rivals hate it as much as its owners enthuse over its super-performance.

I have decided that I will not buy any automobile until I do know . . . from personal experience . . . about this Rickenbacker.

Felt I ought to buy one last year . . . let some well-meaning friend and a glib salesman talk me out of it . . . never again.

I am going to drive this car myself . . . don't even want a salesman or a driver in the car when I do it . . . I've been kidded by experts in that line . . . This time I am resolved to do my own demonstrating.

I know what is happening when I have my own feet on accelerator and brakes . . . my own hands on the wheel. When a salesman is driving . . . and diverting my attention with his patter . . . I do not know.

Going to pick my own road, too . . . I know roads that will test the mettle of any car. If this Rickenbacker will do what I've heard it will do, on roads that I will pick and with my own driving . . . then it's my car.

No fifteen minute test, either . . . Rickenbacker dealer advertises "drive this car yourself—it will be a revelation to you!" . . . Must mean that . . . anyway I am going to find out.

Going in this very morning . . . no use waiting longer . . . if I do someone may talk me out of this good resolution . . . tell the dealer I want to take a car for the entire day.

When I come back from that ride I will know . . . and I will be able to tell the world . . . whether this Rickenbacker with its many advanced engineering features is or is not the greatest car I ever had my hands on.

And if I find that all its makers claim is true, I am going to own a Rickenbacker . . . going to drive that car . . . now. Let's see . . . dealer's name is . . .

F. W. Pettyjohn Co. . . . 365 North Commercial Street . . . beautiful salesrooms, too . . . phone number is . . . 1260.

We Keep Building

Because Portland and the nearby communities are growing so rapidly, this company is compelled to keep on building every month in the year to take care of the needs of expanding industries and increasing population.

This means a constant flow of new capital into the numerous enterprises owned and directed by this Company and devoted to your service.

We believe that the wisest policy is to secure a large share of this necessary capital right here at home among our customers, employes and the general investing public, because all those who become profit-sharing partners in our business can be assured that they are aiding a great home industry; they can always assure themselves that their money is at work, and at the same time they can enjoy in many different ways the various essential utility services which we render—electric light and power and electric railway transportation.

Our present offering of 7.2% First Preferred Stock is one of the very best and safest investments now on the local market.

It will be to your own interest, if you have any money to invest, to look into this proposition at once.

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