

HALF-MILLION JOIN GAS NAME CONTEST

General Petroleum Announced End of "Most Successful Venture"

What is believed to be one of the most successful newspaper advertising campaigns announcing a new product, and a contest in connection with its presentation, has just been completed by the General Petroleum corporation.

On August 1, the corporation presented to the public for the first time, its new mystery gasoline, and at the same time in newspaper advertisements offered a prize of \$1,000 to the person submitting a name that best described the new product. All of the details concerning the gasoline and the accompanying contest were presented exclusively in the newspaper advertisements.

As a result of the newspaper campaign, a check of the number of name suggestions received shows that more than 500,000 names were offered. The contest was of one month's duration only and during that time, more than 130,000 individual letters were received. Because of the large number of names submitted, company officials do not believe that it will be possible to announce the winning name until the end of September. The judges of the contest are executives of the General Petroleum corporation, newspaper executives, and officials of N. W. Ayer & Son.

The results of the campaign were beyond the fondest expectations of the company officials. Dealer and public acceptance of the new gasoline and the contest was noted within twenty-four hours after the first advertisement appeared. The presentation of the product and the accompanying contest were kept secret until the first newspaper announcement printed. Name suggestions started pouring in. By the end of the first week, 50,000 names had been received. The largest number of letters received in one day was during the final week, when 38,000 envelopes containing 75,000 names were delivered. The advertisements appeared in newspapers in California, Oregon, Washington and Vancouver, B. C. only.

A. H. Moore, 235 N. High St. apartments, and store where you can get high quality furniture and furnishings for every room in your house. (*)

OVERLAND-WHIPPET PRICE CUT ANNOUNCED

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ment by General Motors that 1,000,000 Chevrolts were to be produced this year, the situation created by the Whippet prices indicated a strong bid by the Toledo manufacturers for large volume in the light car field.

Mr. Used Car Buyer: Have you seen the real buys at the Capitol Motors Incorporation? See Biddy Bishop, 350 N. High St. Telephone 2125 and 2126. (*)

GASOLINE ENGINE RUNS WITH DUST

Experiments to Diminish Consumption of Fuel Are Successful

NEW YORK.—Predictions of a future shortage in gasoline have led to experiments which prove that a gasoline engine can be operated with waste, such as grain and flour dust powdered coal and other carbonaceous substances as fuel. With minor alterations, the motor was made to run on floor sweepings from a grain elevator.

In preparation for the experiments, the carburetor of the engine was taken off and to the intake manifold was attached a metal tube which connected the engine with a chamber. This chamber was equipped with a small and recirculating pipes, so that air could be drawn out of the top and blown in at the bottom, thus producing an updraft designed to keep the grain dust in suspension. Check valves were placed in the tube to safeguard against backfire. To avoid hand-cranking, an electric motor was used to drive a pulley on a shaft connected at the rear of the engine.

In further preparation for experiments, which are described in the publication by W. A. Noel and Rudolph Hellbach, research engineers in the department of agriculture the ignition system induction coil and dry cells were replaced with the regular Ford distributor and a lamp bank of six amperes using 110 volts, direct current, from laboratory power line. The manifolds were removed and the dust fuel fed by hand through a tube to the intake valve port. With this arrangement the dust exploded readily and frequently.

"It cannot be said," says the description, "that the engine made any prolonged continuous run, but certainly enough power was developed to turn it over many times. The method of feed-

ing was not very satisfactory. If a system of feeding a continuous measured quantity of the dust to the engine could be developed, better operation might be expected. However, the engine used probably not the right type for a dust engine, gave encouraging results which indicated the possibility of designing an engine to use grain dust as the source of fuel."

The idea of using a powdered solid for engines, Power points out was first advanced by Huggins an engineer who in 1839 built the first internal combustion engine. This was long before the days of gasoline so Huggins used gunpowder as the explosive. Bit, gunpowder was expensive and the idea was given up. Dr. Diesel, who patented the Diesel engine in 1913, intended to use powdered coal but turned to oil as being easier to control. Several experimenters are working on powdered coal engines now, but dust has never been experimented with before.

HUPP SALES SETS AUGUST RECORDS

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consecutive month in which factory shipments have exceeded those of the corresponding month the previous year. Shipments for the eleven-month period show a gain of 54 per cent, with retail sales larger by 57 per cent.

Export shipments gained 68 per cent over those for August 1925. That continued record business is in prospect for the company and its dealers is shown in the fact the company carried over, on September 1, orders for more than \$3,000,000 worth of cars. These include orders for more than \$1,000,000 worth of Hupmobile Eights and nearly \$2,000,000 in Hupmobile Sixes.

"Prospects for an unusually

We Sell and Service
C. T. C.
Balloons and Cords
Tires and Tubes



For All Ford Owners

Install a Holly Vaporizer. It will save you gas and make your car start more easily these cold mornings.

W. E. BURNS — DAN BURNS
(NOT BROTHERS - THE SAME MAN)
High Street at Ferry Salem, Oregon


GUARANTEED
Ford
used
cars

YOU can purchase a used Ford car from an Authorized Ford Dealer with definite knowledge of condition, backed up by a liberal guarantee.

It is only logical that you should look to the Ford Dealer for your used Ford—your assurance of exceptional value; honest representation as to condition; courteous treatment as long as you have your car and a fair trade-in allowance when you are ready for a new Ford.

Go to the nearest Authorized Ford Dealer and see the selection of used Ford cars he has to offer.

VALLEY MOTOR CO.
264 North High Telephone 3905
AUTHORIZED FORD DEALERS




You Save Money

Miller Tires Are Superior

They Go Farther and They Cost Less to Run

We Have the Largest Stock Of Tires in Salem
Use Our Vulcanizing Plant
Every Job Guaranteed
—THE QUICK CORNER—

Miller Tire Service Co.
197 S. Commercial "RUSS" SMITH Phone 218
"We Love to Change a Tire"

BIG CASH prizes WORTH WINNING

\$2000.00 in prizes to car owners in the now-famous CTC Speedometer Mileage Contest!

You can enter now, without a single obligation whatsoever. Do it! \$1000.00 cash is FIRST PRIZE, alone.

Any CTC dealer has full details with no "red tape." See him.

"Gaining New Friends Through Extra Mileage"



CTC
CORDS & BALLOONS
"A CTC Tube Adds Miles to Almost Any Tire"

good Autumn business are especially good in this section," said Fred Kirkwood Hupmobile dealer commenting on the outlook. "We expect both September and October materially to exceed those months of last year. They will, as a matter of fact, probably more than double September and October, 1925"

FIREPROOF GARAGE STORAGE IS CLEAN

C. S. Pratt, Now Owner, Explains Methods Employed at Station

Cleanliness is of great value in upkeep of an automobile, according to C. S. Pratt, now owner of the Fireproof Storage garage at 252 S. Liberty street. Mr. Pratt was employed by the Marlon Auto company before going into business for himself.

Following is Mr. Pratt's opinion: "Cleanliness may not be next to Godliness, when it comes to an automobile, but it is a great factor in the life of a car, and sometimes that of the driver. Mud, oil, and dirt left on the finish of any car for any length of time "sets" or works its way into the pores so that when the car is thoroughly cleaned for a polish job, an abrasive must be used to get it out. After this has been done a few times, the finish is worn down to the first coats and the metal. "Dirt accumulation on oil or grease cups works itself into the grease and then into the bearings, where it acts as an abrasive, caus-

ing excessive wear. Dirty or even dusty head light glass reduces road light 25 per cent to as much as 75 per cent. Some dark night just try taking a clean rag and wiping off one of your head lamp glasses and then notice how much better light it will give than the dirty one.

"Dirty or dusty windshield glass is very hard on the eyes—it is just the same as trying to see through a pair of dirty eye glasses. Driving all day and trying to see through a dirty windshield glass not only is nerve racking and puts a strain upon the whole body, but it is downright dangerous, for dirt so obstructs the vision that objects in the road cannot be seen. The cautious driver necessarily slows down his speed making a much longer day for him, because of a very insignificant little matter of wiping off lamp glass, windshield, etc. This same thing applies to rear view mirrors and rear curtain glass.

"The motor of a car is also greatly benefited by having the dirt and grease removed. The life of the fan belt and exposed working parts of the motor will last longer and work better if they are kept free from dirt. There is also a great deal of satisfaction in lifting up the hood of your car and seeing a clean motor. It is not necessary to put on a pair of overalls to make a few adjustments on the motor if you keep it clean."

Why they choose the G-BOY

Four points in particular stand out as reasons for the spectacular demand for the G-BOY, Graham Brothers sturdy 1-ton truck:

- 1 1/2-Ton Chassis \$1528
Exceptional quality
Low price
Power and dependability of Dodge Brothers engine
Prompt and competent service
- 2-Ton Chassis \$1680
These reasons are too fundamentally important to escape the attention of judicious buyers. They suggest a personal investigation. A G-BOY is at your service any time you desire.

Delivered

Graham Brothers Trucks, with Dodge Brothers 1/2-Ton Commercial Cars, meet 90% of all hauling requirements.

BONESTEEL MOTOR CO.
474 South Commercial Telephone 423

GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

America has not produced its equal

Automobile engineers—keen analysts of motor car performance—were the first to begin telling one another about the wonderful performance of the Hupmobile Eight.

America, they said, had not produced its equal.

One car, they declared, might compare. That was a hand-built Italian classic which costs several times the Hupmobile price.

Now, all America is learning the facts about the unprecedented smoothness, ease of handling, acceleration, and road steadiness of the Hupmobile Eight.

Owners of the most costly cars drive it—and thereafter will not willingly drive any other car but the Hupmobile Eight.

It is the product of a modern—a better engineering. And at once you see and feel the difference when you take the wheel.

A comparison of performance—of upkeep cost—of driving facility—will make other types which cling to the engineering of a passing day seem out of date, cumbersome and clumsy. By all means investigate and know the difference between Hupmobile Eight performance, and ordinary fine car performance, before you purchase.

The Beautiful Hupmobile Eight 1778

Sedan \$2345

Sedan, five-passenger, \$2345.
Sedan, seven-passenger, \$2495.
Sedan-Limousine, seven-passenger, \$2595.
Coupe, two-passenger, with rumble seat, \$2345.
Roadster, with rumble seat, \$2045.
Touring, five-passenger, \$1945.
Touring, seven-passenger, \$2045. All prices f. o. b. Detroit, plus revenue tax.

Kirkwood Motor Co.
311 North Commercial Street Telephone 311

SWEDISH MOTORISTS WELCOME OFFICIAL

Europe's Increasing Interest in Touring Shown by Reception

Europe's growing interest in motor travel is being emphasized by the cordial receptions which are being given to George P. Bauer, secretary of the foreign trade committee of the National Automobile Chamber of Commerce, who is spending several months on the continent, on the invitation of motor groups abroad.

Swedish motor leaders have been particularly active in arranging opportunities for Mr. Bauer to meet with the automotive groups in that country. He has spoken before the Royal Automobile Club and the Stockholm Dealers Association.

American manufacturers recognize that each country has its own business methods, and Mr. Bauer

The Pontiac Six is outselling because it is built to Outlast. It displays unflinching sturdiness and dependability. See it on display at Vick Bros. (*)

Army and Outing Store. Biggest bargains in clothing, shoes, underwear, hosiery, gloves, valises and suit cases. The working man's store, 189 N. Commercial. (*)

A Smile and Service at the

Fireproof Storage Garage

Do not let your car stand out during the rainy season. A stall for your car during the day will keep it looking like new.

225 S. Liberty St. Telephone 659
"Always Open"



If Your Car Lacks Proper Power

The wear is heavier than was intended by the manufacturer, in many important parts.

Your motor was assembled with the idea that it would be maintained functioning properly. To neglect your motor's power plant effects the satisfactory action of the entire auto more than though you neglected other important parts.

Our business is to understand this important work and make your adjustments and repairs correctly. We are equipped to do it. Our knowledge of this work prevents our using any other than genuine parts in repair work, because we know from experience that substituted inferior parts will not correctly serve you.

E. H. BURRELL
238 North High Street Telephone 20

NASH

Leads the World in Motor Car Value

Great Bearings



The Smoothest Miles are NASH Miles

All new Nash models now have the great superiority of a 7-bearing crankshaft motor.

It is an engineering fact that this is the ultra-modern motor—the world's smoothest type.

The 7 great bearings give the revolving crankshaft absolute rigidity and stiffness, thus achieving the final degree of power-smoothness and quietness.

Come and view these superb new Nash Light Six, Special Six and Advanced Six models—16 different body styles—brilliant new body finishes. Now on display.

New NASH Attractions

- New instrument board with indirect lighting and all instruments in single panel under glass, including hydrostatic gas gauge.
- Newoil screen "agitator" which prevents oil coagulation in coldest weather.
- New crank-case "breather" eliminating crank-case dilution.
- Rubber-insulated motor supports which deepen operative quietness (standard Nash practice for some time).
- And an array of further superb new features.

(On all Advanced Six and Special Six models)

F. W. Pettyjohn Co.
365 North Commercial Telephone 1260