

# Beautiful New Service Station Opens Saturday

For Lasting Beauty, Strength, and  
Fire Safety . . .

## BUILD with BRICK

There are no more beautiful residence jobs in Salem than the homes of C. A. Sprague, of Harry Miller, Dan Fry, Jr., Ed R. Pierce, Dr. Charles Robertson, and the two General Petroleum stations.

**Salem Brick & Tile Co.**  
Phone 4917

## LODER BROS. OPEN NEW GENERAL PETROLEUM SUPER SERVICE STATION LOCATED AT CENTER AND LIBERTY STREETS



—Eby Photo.

Today another mark of Salem's progress is noted and another major improvement in the business section is completed in the opening of Loder Bros. of the new General Petroleum Super Service Station located on the northeast corner of Liberty and Center Streets. This station is located in the heart of Automobile row and its beautiful Colonial design adds dignity to its neighbors and is further evidence of the confidence Loder Bros. and General Petroleum Corporation have in the City of Salem and the motorists of this Community.

"We have learned through our business experience in Salem," says James L. Loder, "that people in this community know and appreciate quality merchandise and are ready to reward those who render good service.

"My brother Wayne and myself came to Salem just 33 months ago with a quality line of autos, the Graham. During that time we have sold a little over 200 new Graham cars and nearly 900 used cars. We feel that Salem has certainly been good to us and we are glad of the opportunity to open this new General Petroleum Super Service Station as it will give us a further chance to improve our Service facilities for our present customers and allow us to supply what we believe to be the very best in Gasoline, Oil and Lubricants.

"We have been using Violet Ray Gasoline now for some time in our Graham demonstrators and we can say without question that Violet Ray has given us the most satisfactory results and we are glad to recommend its use to the motorist of this Community.

"Our experience with motor cars has proved to us that it is a good practice for a motorist to select the brand of gasoline he wants to use, have his carburetor set and always use the same brand instead of just buying gasoline first one brand and then another. The motorist who follows through with this policy will receive, we believe, the maximum results in not only mileage but continued dependable service from his motor. With this in mind we are going to introduce a new service at our station.

"To every purchaser of Violet Ray gasoline at our Station we are going to offer free of charge the services of our shop foreman, who is a carburetor expert, to adjust your carburetor so that you will receive the most miles possible from every gallon as well as the maximum power from Violet Ray.

"We believe this is an entirely new service to be rendered by a Super Service Station. We are not entirely interested in just the sale of Violet Ray gasoline but we want our customers to get all the results possible from this wonderful gas and in order to do so the carburetor must be adjusted as no two brands of gasoline are just alike.

"Very shortly we will have a full line of Battery, tire, washing, greasing and complete auto service facilities available to those who wish to let us service their cars.

"Opening day at our Service Station will be a delight to the kiddies as we have ready for distribution a quantity of miniature Violet Ray Gasoline trucks which we will give to each car driving into our Station with children in it. We will have other special days for the children at later dates.

## CARBURETOR ADJUSTMENT FREE OF CHARGE

Present this card to our Shop Superintendent. He will adjust your Carburetor without cost to you so you may receive the maximum mileage from Violet Ray Gasoline.

## LODER BROS.

Graham Sales and Service, 445 Center Street  
General Petroleum Service Liberty and Center Streets  
Phones 6133 and 7800, Salem, Oregon

DEALERS IN

Violet Ray Gasoline — Socony Motor Oil  
Isis Auto Polish  
Graham Cars and Good Used Cars

Name .....

Address .....

Make of Car .....

Date of Carburetor Adjustment .....

## THE General Contract

for  
CONSTRUCTION OF THE NEW  
GENERAL PETROLEUM AND  
LODER BROS. SERVICE  
STATION

was held by

## BARHAM BROS.

General Contractors  
320 U. S. Bank Bldg. Tel. 6796

VISIT THE STATION AND  
JUDGE FOR YOURSELF

## We Started the Ball Rolling . . .

for this new service station by handling the sale of the property to the General Petroleum Corporation of California . . .

LET US HANDLE  
YOUR DEAL!

## J. F. ULRICH

REAL ESTATE  
325 State St. Tel. 8672

## First Quality Mill Work

for the new

## General Petroleum Service Station

Was Furnished by Us

Our Materials Invite the Closest Inspection

## C. K. SPAULDING Logging Co.

Front and Ferry Sts. Tel. 4116

# The GENERAL PETROLEUM CORP.

OF CALIFORNIA

announces the formal opening

## Saturday, Oct. 3rd

of its newest

# COLONIAL TYPE SUPER SERVICE STATION

AT

Center and Liberty Streets

This beautiful new station has been leased to Wayne and James Loder, well known Salem automobile dealers, and will be in charge of a competent group of assistants.

We extend a cordial invitation to you to visit us any time Saturday during our formal opening.

## GENERAL PETROLEUM CORPORATION

VIOLET RAY  
GASOLINE

GENERAL ETHYL  
DOUBLE POWERED GASOLINE

SOCONY DEWAXED 100%  
PARAFFINE BASE MOTOR OIL

© 1931 General Petroleum Corporation of California

## CONGRATULATIONS TO LODER BROS. AND TO THE GENERAL PETROLEUM CORP.

## Electrical Installation for the new Service Station

was done by the

## E. L. WELCH ELECTRIC SHOP

1015 So. Com'l Tel. 3332

OUR AIM

First Quality Work and Materials at  
Reasonable Prices

## Satisfactory PLUMBING ASK

Loder Bros. or the  
General Petroleum Corp.

if our work wasn't  
more than pleasing!

We installed the fixtures and were in charge of  
the plumbing of the new

GENERAL PETROLEUM  
SERVICE STATION  
Center and Liberty

Plumbing That Invites Inspection

GRABER BROTHERS  
166 S. Liberty Tel. 6594

The large firms choose only the  
most dependable and efficient workers.

That's Why

We Were Chosen for the

## CONCRETE and CEMENT WORK

at the New

GENERAL PETROLEUM — LODER  
BROS. SERVICE STATION

## DAVID CORB

Tel. 4318 407 N. 21st St.