

Complaint

94 F.T.C.

## IN THE MATTER OF

LEROY GORDON COOPER, JR. a/k/a GORDON COOPER

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF  
THE FEDERAL TRADE COMMISSION ACT*Docket C-2993. Complaint, Sept. 25, 1979 — Decision, Sept. 25, 1979*

This consent order, among other things, requires an individual from Encino, Calif. engaged in advertising, selling and endorsing a product known, among other names, as the G.R. Valve, to cease representing, without substantiation, that installing the G.R. Valve or any substantially similar automobile retrofit device in a motor vehicle will result in fuel economy improvement. The order further prohibits respondent from using or providing any endorsement or testimonial which has not been properly authorized or which contains unsubstantiated representations; and bars him from misrepresenting an endorser's expertise in a field of knowledge, and the conclusions of tests or surveys relating to the performance of a product or service. Additionally, the order requires that advertising disclose any material economic interest in the sale of a product or service that may exist between endorser and marketer of such product or service.

*Appearances*For the Commission: *Laurence M. Kahn.*For the respondent: *Murray Lertzman, Beverly Hills, Calif.*

## COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission having reason to believe that Gordon Cooper, an individual, hereinafter referred to as "respondent," having violated the provisions of the said Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its complaint stating its charges in that respect as follows:

PARAGRAPH 1. Respondent Gordon Cooper is an individual whose address is 5011 Woodley Ave., Encino, California and is a former N.A.S.A. astronaut.

PAR. 2. Respondent, in conjunction with Dan Mar Products, Inc., a California corporation, RR International, Inc., a Delaware corporation, C.I. Energy Development, Inc., a California corporation, and American Consumer, Inc., a Pennsylvania corporation, has been and is now engaged in the marketing and advertising of a product variously known as the G.R. Valve, the Turbo-Dyne Energy Cham-

ber, and by other names, (hereinafter "product") which product is advertised to be a means of improving fuel economy in automobiles. Said product is an automobile retrofit device as "automobile retrofit device" is defined in § 301 of the Energy Policy and Conservation Act of 1975, 15 U.S.C. 2011. Respondent, in conjunction with the other above-named parties and in connection with the marketing of said product, has disseminated, published and distributed and now disseminates, publishes and distributes advertisements and promotional material for the purpose of promoting the sale of said product.

PAR. 3. One of the means that has been used to market and advertise said product has been to use a celebrity endorsement of said product. Respondent has aided the promotion of said product by providing such endorsement. This endorsement appeared in disseminated advertisements and other sales promotional materials for said product. In return for his role in the marketing of said product, respondent has received remuneration from the manufacturer and distributor of the product. The amount of such remuneration was and is dependent upon the number of products sold.

PAR. 4. In the course and conduct of his said business in conjunction with the other parties named in Paragraph Two, respondent has disseminated and caused the dissemination of certain advertisements for said product through the United States mail and by various means in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, including but not limited to, the insertion of advertisements in magazines and newspapers with national circulations and the placement of advertisements through television stations with sufficient power to broadcast across state lines and into the District of Columbia; and has disseminated and caused the dissemination of advertisements for said product by various means, including but not limited to the aforesaid media, for the purpose of inducing and which are likely to induce, directly or indirectly, the purchase of said product in commerce.

PAR. 5. Among the advertisements and other sales promotional materials are the materials identified as Exhibits A-H which are attached hereto.

PAR. 6. Through the use of advertisements referred to in Paragraph Five and other advertisements and sales promotional materials, respondent, in conjunction with the other parties named in Paragraph Two, represented and now represents, directly or by implication, that

- a. the G.R. Valve when installed in a typical automobile will significantly improve fuel economy;
- b. a typical driver can ordinarily obtain, under normal driving conditions, a fuel economy improvement which will approximate or equal seven miles per gallon when the G.R. Valve is installed in his/her automobile;
- c. competent scientific tests for fuel economy of automobiles in which the G.R. Valve has been installed prove the fuel economy claims made for the G.R. Valve;
- d. Gordon Cooper bears only the relationship of endorser to the marketing of said product;
- e. Gordon Cooper has the education, training, and knowledge necessary to qualify him as an expert in the field of automotive engineering;
- f. results of consumer usage, as evidenced by consumer testimonials, prove that the G.R. Valve significantly improves fuel economy.

PAR. 7. At the time respondent, in conjunction with the other parties named in Paragraph Two, made the representations alleged in Paragraph Six of the complaint, he did not possess and rely upon a reasonable basis for such representations. Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 8. In truth and in fact, contrary to the representations in Paragraph Six:

- a. the G.R. Valve when installed in a typical automobile will not significantly improve fuel economy;
- b. a typical driver cannot ordinarily obtain under normal driving conditions a fuel economy improvement which will approximate or equal seven miles per gallon when the G.R. Valve is installed in his/her automobile;
- c. no competent scientific tests for fuel economy of automobiles in which the G.R. Valve has been installed prove the fuel economy claims made for the G.R. Valve;
- d. Gordon Cooper bears not only the relationship of endorser to the marketing of said product, but also bears the relationship of principal to the marketing of said product which fact is not disclosed and is material;
- e. Gordon Cooper does not have the education, training, and knowledge to qualify him as an expert in the field of automotive engineering;
- f. results of consumer usage, as evidenced by consumer testimonials, do not prove that the G.R. Valve significantly improves fuel economy.

Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 9. Exhibits A-H and other advertisements represent, directly and by implication, that respondent had a reasonable basis for making, at the time they were made, the representations alleged in Paragraph Six. In truth and in fact, respondent had no reasonable basis for such representations. Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 10. In the course and conduct of his said business, in conjunction with the other parties named in Paragraph Two, and at all times mentioned herein, respondent has been, and now is, in substantial competition in or affecting commerce with corporations, firms and individuals engaged in the sale of automobile retrofit devices.

PAR. 11. The use by respondent, in conjunction with the other parties named in Paragraph Two, of the aforesaid unfair or deceptive representations and the dissemination of the aforesaid false advertisements has had, and now has, the capacity and tendency to mislead members of the consuming public into the erroneous and mistaken belief that said representations were and are true and into the purchase of substantial quantities of products sold by respondent, in conjunction with the other parties named in Paragraph Two, by reason of said erroneous and mistaken belief.

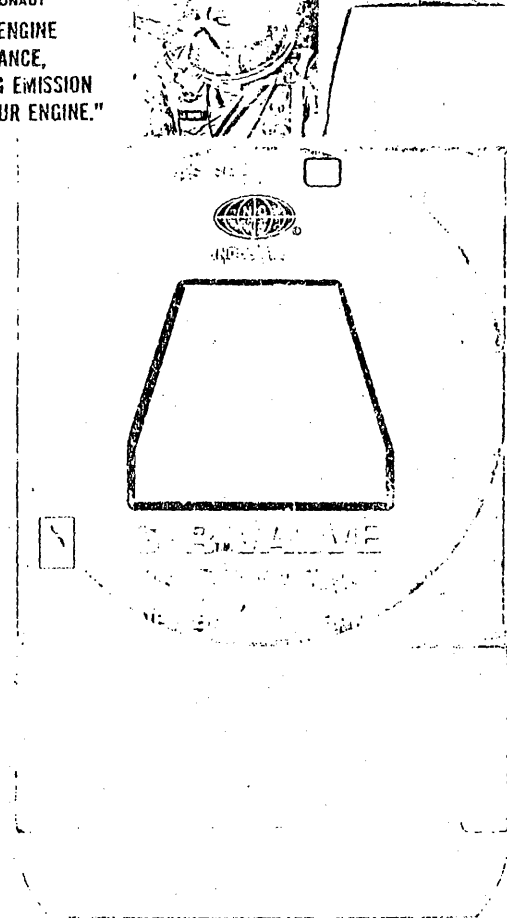
PAR. 12. The aforesaid acts and practices of respondent, as herein alleged, including the dissemination of the aforesaid false advertisements, were and are all to the prejudice and injury of the public and of respondent's competitors, and constituted and now constitute, unfair methods of competition in or affecting commerce, and unfair or deceptive acts or practices in or affecting commerce, in violation of Section 5 of the Federal Trade Commission Act.

Ex. A

**"IT'S A FACT!—INCREASES  
MILEAGE UP TO 8 MILES  
PER GALLON."**

Says GORDON COOPER  
GEMINI ASTRONAUT

**"IMPROVES ENGINE  
PERFORMANCE,  
REDUCES SMOG EMISSION  
AND CLEANS YOUR ENGINE."**



# Now! Transform air into fuel and increase your mileage up to 28%\*



COL. GORDON COOPER  
Colonel, United States Air Force

THAT'S WHAT COL. GORDON COOPER, USAF, HAS TO SAY ABOUT THE NEW G.R. VALVE. HE'S THE ONLY MAN IN THE WORLD WHO'S BEEN THROUGH THAT TEST YOU WANT TO TAKE AND WIN THE FULL...

WITH IT CHANGES A SMALL PART IN YOUR CAR'S ENGINE. THAT'S A FACT! ...

Original fuel economy, 18 mpg. Now 23.8 mpg. That's a 28% increase in mileage. ...

### FIGURE MILEAGE, LESS GAS

Colonel G.R. VALVE's action gives double converts air into fuel and get up to 28% more miles per gallon without sacrificing performance! ...

### LOGIC: WHY SIMPLY IT IS SO SIMPLE!

At first you think it's too simple to be true. ...

### HOW DOES THE G.R. VALVE WORK?

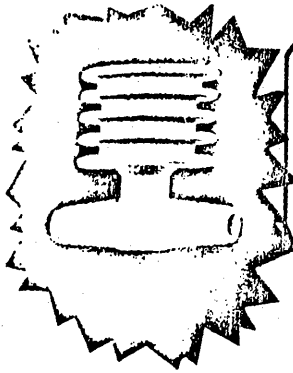
When you start your car, the pressure in the ...

Year	City	Highway	Combined
1955	18.0	22.0	19.5
1956	18.5	22.5	20.0
1957	19.0	23.0	20.5
1958	19.5	23.5	21.0
1959	20.0	24.0	21.5
1960	20.5	24.5	22.0
1961	21.0	25.0	22.5
1962	21.5	25.5	23.0
1963	22.0	26.0	23.5
1964	22.5	26.5	24.0
1965	23.0	27.0	24.5
1966	23.5	27.5	25.0
1967	24.0	28.0	25.5
1968	24.5	28.5	26.0
1969	25.0	29.0	26.5
1970	25.5	29.5	27.0
1971	26.0	30.0	27.5
1972	26.5	30.5	28.0
1973	27.0	31.0	28.5
1974	27.5	31.5	29.0
1975	28.0	32.0	29.5
1976	28.5	32.5	30.0
1977	29.0	33.0	30.5
1978	29.5	33.5	31.0
1979	30.0	34.0	31.5
1980	30.5	34.5	32.0
1981	31.0	35.0	32.5
1982	31.5	35.5	33.0
1983	32.0	36.0	33.5
1984	32.5	36.5	34.0
1985	33.0	37.0	34.5
1986	33.5	37.5	35.0
1987	34.0	38.0	35.5
1988	34.5	38.5	36.0
1989	35.0	39.0	36.5
1990	35.5	39.5	37.0
1991	36.0	40.0	37.5
1992	36.5	40.5	38.0
1993	37.0	41.0	38.5
1994	37.5	41.5	39.0
1995	38.0	42.0	39.5
1996	38.5	42.5	40.0
1997	39.0	43.0	40.5
1998	39.5	43.5	41.0
1999	40.0	44.0	41.5
2000	40.5	44.5	42.0
2001	41.0	45.0	42.5
2002	41.5	45.5	43.0
2003	42.0	46.0	43.5
2004	42.5	46.5	44.0
2005	43.0	47.0	44.5
2006	43.5	47.5	45.0
2007	44.0	48.0	45.5
2008	44.5	48.5	46.0
2009	45.0	49.0	46.5
2010	45.5	49.5	47.0
2011	46.0	50.0	47.5
2012	46.5	50.5	48.0
2013	47.0	51.0	48.5
2014	47.5	51.5	49.0
2015	48.0	52.0	49.5
2016	48.5	52.5	50.0
2017	49.0	53.0	50.5
2018	49.5	53.5	51.0
2019	50.0	54.0	51.5
2020	50.5	54.5	52.0
2021	51.0	55.0	52.5
2022	51.5	55.5	53.0
2023	52.0	56.0	53.5
2024	52.5	56.5	54.0
2025	53.0	57.0	54.5
2026	53.5	57.5	55.0
2027	54.0	58.0	55.5
2028	54.5	58.5	56.0
2029	55.0	59.0	56.5
2030	55.5	59.5	57.0

Results of gas mileage tests performed by your car at ...

\*Fig. based on performance by the Southern ...

Ex. B  
Copy of ad published 3/19/78 Valley News Spec 2



*Ex. C*

***It Really Works!***  
**THIS AMAZING DEVICE**  
**CAN INCREASE YOUR GAS MILEAGE**  
**UP TO 8 MILES PER GALLON!**

*Says GORDON COOPER,*  
*Gemini Astronaut*



*Yes! Save Gas by the Gallon!*

*Make Your Car Run Better Too!*

*New Gas Saver Slips On in Minutes!*

If there's one thing an astronaut has no use for, it's a new invention that doesn't do what it's supposed to do! That's why we asked astronaut Gordon Cooper to test the G-R GAS SAVER VALVE in his independent engineering laboratory. Here's what Gordon Cooper told us the G-R GAS SAVER VALVE would do for any carbureted automobile:

- \* INCREASE GAS MILEAGE -- UP TO 28% MORE!
- \* ACTUALLY IMPROVE ENGINE PERFORMANCE AT THE SAME TIME!
- \* CLEAN THE ENGINE OF CRIPPLING CARBON DEPOSITS WHILE DRIVING!
- \* REDUCE SMOG EMISSIONS MEASURABLY!

Impressive results? Definitely. But we are particularly fussy about our cars. So, Mr. Cooper's results notwithstanding, we went to the Dept. of Industrial Education at Loma Linda University and gave them a dozen or so G-R GAS SAVER VALVES. We asked them to test this now

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invention in city and highway driving -- use it on different kinds of cars, big and small -- even trucks -- and report the conclusions, good or bad. Here's what the Loma Linda University tests confirmed about the G-R GAS SAVER VALVE:

- \* It Cuts Gas Consumption in Every Car Tested -- Up to 28%!
- \* It Makes the Engine Run More Efficiently!
- \* It Reduces Polluting Exhaust Emissions as Much as 50%!

Then reports came back from our own "seat of the pants" test. That's where ordinary drivers like you and me pop a G-R GAS SAVER VALVE into their car and record the results for themselves. For example:

"...on my Pontiac Le Mans...mileage increased from 10 to 27.2...the improvement is phenomenal."

-Mr. F. v. S.  
Newbury Park, Calif.

"...on my Volkswagen Bus, it's mileage increased from 18 to 23 miles per gallon...also have better start in the morning."

-Mr. Otto Geller,  
President, Volkswagen Club of America  
Ventura, Calif.

We found that a 1966 GMC 66-passenger school bus got 40% better gas mileage! A pickup truck with camper got 38.2% better mileage! A 1973 Ford got 28.7% better mileage! And so it went. Everybody we heard from reported a significant increase in gas mileage and often a noticeable improvement in performance the moment they snapped the G-R GAS SAVER VALVE on their car!

***SLIP IT IN PLACE YOURSELF...IN SECONDS!***

By now we were thoroughly convinced that there really was an exciting and easy way to save big money at the gas pump. We wanted a G-R GAS SAVER VALVE on every company car as fast as possible! But we still wondered if installing this fascinating money saver was as simple as it was cracked up to be. Instead of going to a mechanic we handed the



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device and its simple instructions to three people:

1. A young lady who is so mechanically minded she really needed help opening the hood.
2. A self-admitted fumble-fingers copy chief who shies away from a pair of pliers.
3. A guy who spends his weekends tinkering with the innards of his imported English sports car.

Care to guess the outcome of the race?

Frankly, it was a dead heat! (Subtracting the time it took the young lady to get the hood open). Mechanical skill just isn't required! Nearly everybody can follow the one-two-three step instructions and be saving gas by the gallon in minutes! (Susan Cooper, Gordon's lovely wife, popped a G-R GAS SAVER VALVE into her '74 Vega in a mere 30 seconds!)

***BUY THOSE SPECIAL THINGS YOU WANT WITH WHAT YOU SAVE ON GAS!***

Now, instead of spiraling gasoline prices stealing money from your pocket (even on short trips), you'll put the brakes to this money drain! You'll do it effortlessly in minutes -- and your insatiably thirsty carburetor will be under control at last! Certainly we all have plenty of things to do with our hard-earned money and pouring it into the gas tank isn't one of them!

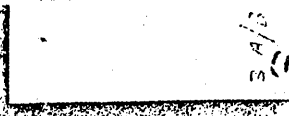
***FEEL YOUR ENGINE RUN BETTER--AND CLEAN ITSELF TOO!***

The G-R GAS SAVER VALVE makes your carburetor work with optimum efficiency AT ALL SPEEDS. (Most carburetors are really efficient only at about 35 mph.) It makes your carburetor breathe freely, perfectly mixing, with almost computer accuracy, the precise ratio of gas and air needed at  $\frac{1}{4}$  given split second. Not a drop more gas than necessary -- just  $\frac{1}{4}$  you really need and no more. Better yet, the G-R GAS SAVER VALVE

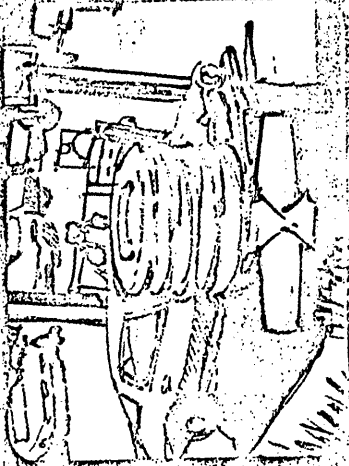


Complaint

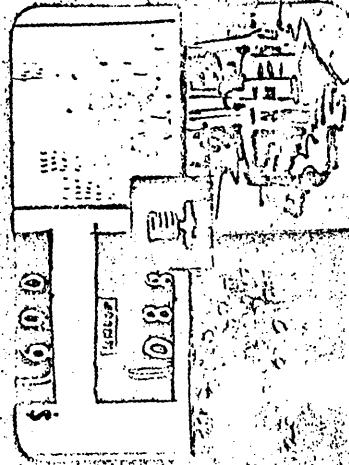
94 F.T.C.



3 A/B  
Ex. D  
(frames only)

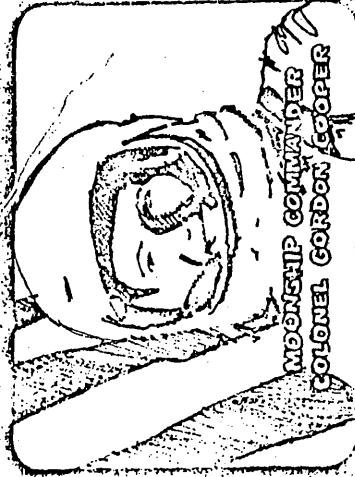


TO PUT THE GRRRRR IN YOUR CAR. CARS  
TESTED WITH G. R. VALVES IMPROVE THEIR  
GAS MILEAGE  
2 A/B



IN THESE DAYS OF RISING GAS PRICES  
AND REDUCED AUTOMOTIVE PERFORMANCE,  
WE INTRODUCE THE G. R. VALVE.  
17 1 A/B

Spec. 2



MEMBERSHIP COMMANDER  
COLONEL GORDON COOPER

AND IT'S A FACT. THE G. R. VALVE IS A  
CO SYSTEM.

UA



UP TO 284

SR/D

**UP TO \$150 SAVINGS PER YEAR**

AND SAVE UP TO \$150 DOLLARS PER YEAR

30

**UP TO 28% MORE MILEAGE**

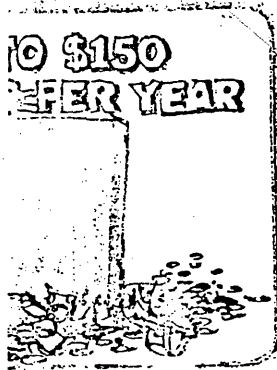
7 cars tested by professors at a leading California university ramped in mileage increases of 14% to 28%

THAT'S RIGHT. GET UP TO 28% MORE MILEAGE

48

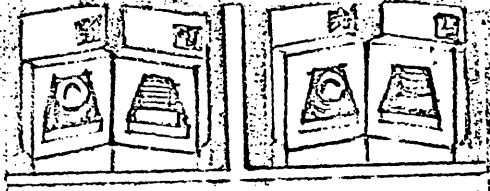
674

Complaint



\$150 DOLLARS PER YEAR

22  
1/2/62



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Ex. E

ALEXANDER HAMILTON CO., LTD.  
 7700 Shoreham Drive  
 West Hollywood, CA 90069  
 (215) 652-2396

SAM NASSI CC.  
 G.R. Valve  
 One Minute Commercial TV

VIDEO

OPEN CU COPDC<sup>W</sup> COOPER

SLOW ZOOM OUT TO SEE WOMAN  
 IN THE PG WORKING ON A CAR.

HE HOLDS UP G.R. VALVE, DOESN'T  
 GESTURE TO IT....

AS HE DOES GESTURE TO VALVE CUT  
 TO XCU VALVE HELD IN HIS HAND.

CUT TO CU 2/SECT, COOPER'S FACE  
 AND VALVE....

MISS. TO ROLLING FOOTAGE, CAR  
 DRIVING DOWN PRETTY ROAD, PROFILE

SUPER "INCREASE AUTO MILEAGE UP  
 TO 28%"

CHANGE SUPER TO "IMPROVE  
 PERFORMANCE" AND WIDEN SHOT  
 ALLOWING CAR TO PULL AHEAD INTO  
 A 3/4 REAR TO FRONT SHOT.....

CHANGE SUPER TO "CLEAN YOUR ENGINE"

LET CAP PULL IN FRONT AND ZOOM  
 IN ON MCU TAIL RIPE FEATURING  
 LACK OF SMOKE, CHANGE SUPER TO  
 "REDUCE SMOG EMISSIONS & ENGINE  
 WEAR".

CUT BACK TO COOPER, MCU HOLDING  
 VALVE (IN PACKAGE)

AUDIO

1. Hi, I'm Gordon Cooper. As you may know I was selected to be one of the first
2. astronauts to explore space due to my extensive engineering background. At the present time I'm actively heading my own engineering company, where we are engaged in the design and testing of products for industry.
4. The G.R. VALVE I am holding has been tested and retested by leading independent laboratories
5. along with my own tests. And it's a fact....this G.R. Valve will increase
6. your auto mileage
7. up to twenty eight per cent....
8. improve your car's performance,
9. clean your engine.....
10. <sup>And</sup> reduce smog emissions ~~and engine wear~~.
11. In short, the G.R. VALVE will save you money...and save precious fuel...while helping to clean the air for everyone.

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SLOW ZOOM TO CU COOPER

12. Before I say a system is "go" I check it and recheck it...and the G.R. VALVE is a "go" system.

COOPER STEPS OUT OF SHOT. RACK FOCUS TO MRS SUSAN COOPER JUST CLOSING THE HOOD ON HER CAR. SHE TURNS TOWARD CAMERA A SMILES A SELF SATISFIED SMILE AS WE ZOOM WCU.....

13. In the time I've taken to tell you this about this important technological breakthrough, ~~XXXXXXXXXX~~

COOPER WALKS INTO SHOT, PUT ARM AROUND WIFE....PUTS G.R. VALVE PACKAGE ON HOOD OF CAR....~~XXXX~~  
~~XXXXXXXXXXXX~~

14. My wife Susan installed

CUT TO XCU PACKAGE ON HOOD OF CAR & HOLD

15. the G.R. VALVE on her car.

HOLD ON END SHOT, EXCU PACKAGE FOR LIVE SLIDE SUPER AT STATION

16. STATION ANNCR., VC.: TAG FOR LOCAL X SECRES.



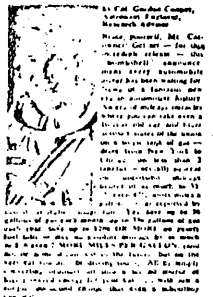
Ex. F

ASTRONAUT GORDON COOPER ANNOUNCES:

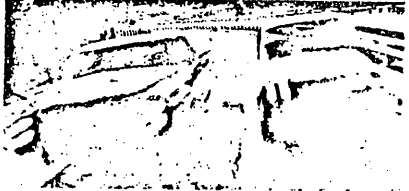
Now! CONVERT AIR INTO ENERGY— EXPLODE IT LIKE FUEL—and GET UP TO 7 MORE MILES PER GALLON!

Yes, save up to \$18 a month, save up to 350 gallons of gas each year, save up to 2 full gallons every 60 minutes you drive — ALL FREE — because air costs you not one single penny!

THIS ONE GALLON GETS BETTER GAS MILEAGE THAN THIS TINY FOREIGN "ECONOMY" CAR. . . .



STOP BURNING YOUR CAR ON 18 EXPLOSIONS! . . .



THIS ONE GALLON GETS BETTER GAS MILEAGE THAN THIS TINY FOREIGN "ECONOMY" CAR. . . .

IT'S NEW! YOU GET UP TO 7 MORE MILES PER GALLON! . . .

NON-INDICATED FUEL CONSUMPTION . . .

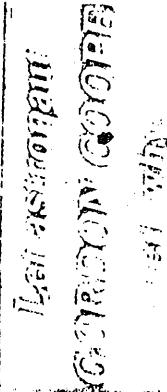
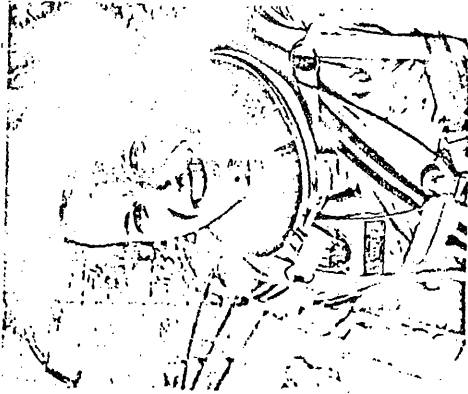
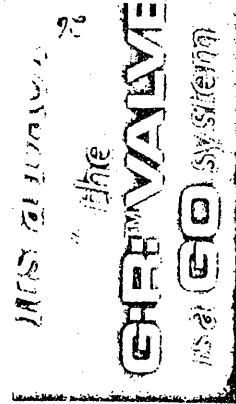
THE TURBO-DYNE ENGINE IS THE ONLY ONE . . .

Form with fields for Name, Address, City, State, Zip, and checkboxes for various options.

LOOK UPON THIS AS THE TURBO-DYNE ENGINE . . .

NATIONAL ENGINEER, LTD. - 58

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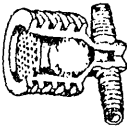
COMPARE THE G:R VALVE

Similar devices are on the market, but the G:R Valve operates on the time-proven, durable, trouble-free principle of the spring loaded ball-and-seat. Unlike "poppet" or "reed" type valves, the ball and seat has three distinct features:

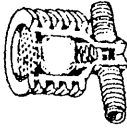
- \* Continuous positive seating because the ball will always adjust to its seat.
- \* Self-cleaning action due to the constant rotation of the ball in its seat.

Look at the diagrams below and BUY THE VERY BEST for your car.

VALVE CLOSED



VALVE OPEN



AT IDLING AND UP TO 35 MPH

OVER 35 MPH

100% UNCONDITIONAL MONEY-BACK GUARANTEE

NCI guarantees that with proper installation of the G:R VALVE on your automobile will result in instant improvement in fuel economy, 10% increase in horsepower and significant improvement in the performance of the device after installation. If you do not like the G:R VALVE to the dealer from whom it was purchased, within 30 days and the full price will be cheerfully refunded.

N.C. Industries

Dan Norman, President

Pursuant to Executive Order 021, the G:R VALVE may be used on any automobile registered in California in accordance with the provisions of the Vehicle Code 25156, with the exception of VW, diesel, fuel injection or super-charged engine vehicle.

TECHNICAL DESCRIPTION

The G:R VALVE is a precision engineered air induction valve which fits into the hose between the PCV valve and the carburetor. It is automatically controlled by the amount of vacuum produced by the engine under varying speeds and loads. The ideal mixture of air-to-fuel in an automobile engine is approximately 15:1. However, most normal carburetors are unable to provide this ideal mixture at all times. Normal carburetors are set when in the idle position with the correct mixture. This is efficient only until about 2000 rpm. Under acceleration, heavy loads and grades, this efficiency is lost because there is not enough air to properly mix with the added fuel being pumped into the combustion chamber. The G:R VALVE is precision calibrated to help remedy this situation by shutting down when the mixture is correct and opening up when the mixture is air-starved. Its valve action is controlled by the constantly changing vacuum in the PCV hose as the engine makes it demands for air. An added feature of the G:R VALVE is the re-energizing of dead gases as they return to the carburetor from the crankcase. As the PCV valve releases these gases, they are mixed with oxygen in the G:R VALVE, thus making these gases a combustible fuel. Since the G:R VALVE works in perfect harmony with the engine, carburetor and smog device, THERE ARE ABSOLUTELY NO TUNING ADJUSTMENTS TO MAKE. Since it is always working to provide the correct (lean) air-to-fuel mixture, IT CANNOT DAMAGE YOUR ENGINE IN ANY WAY. On the contrary, it will give it cleaner, longer-lasting life. That is why the G:R VALVE is covered with full product liability insurance.

(Typical Responses on File From Satisfied Customers)

	Miles Per Gallon		Percent Increase
	Without G:R:V	With G:R:V	
1972 V.W. BUS	18 to 23	27.78%	
1974 MARK IV CONTINENTAL	10 to 12.25	22.5%	
1973 FORD	10.1 to 13.0	28.7%	
1966 CAC SCHOOL BUS (66 passenger)	4.0 to 5.6	40%	
1972 DODGE	15.3 to 18.5	17.1%	
1965 CHEVROLET PICKUP WITH CAB	11 to 15.2	38.2%	

## Complaint

94 F.T.C.

the facts are...

1. **THE G:R: VALVE SAVES MONEY** by giving your car, boat, truck, or motor home up to 8 more miles per gallon. That could mean a savings of up to 30¢ per gallon of gasoline. In a year this could amount to several hundred dollars, depending on how much you drive.

2. **THE G:R: VALVE IMPROVES PERFORMANCE** by allowing additional air to reach your engine only when it is needed. Most normal carburetors cannot meet the entire range of engine demands for air, so they are set for idle and speeds under 35 mph. This means your engine is air-starved when accelerating, climbing hills and pulling loads, but your car can reach its full horsepower every time you "step-on-it."

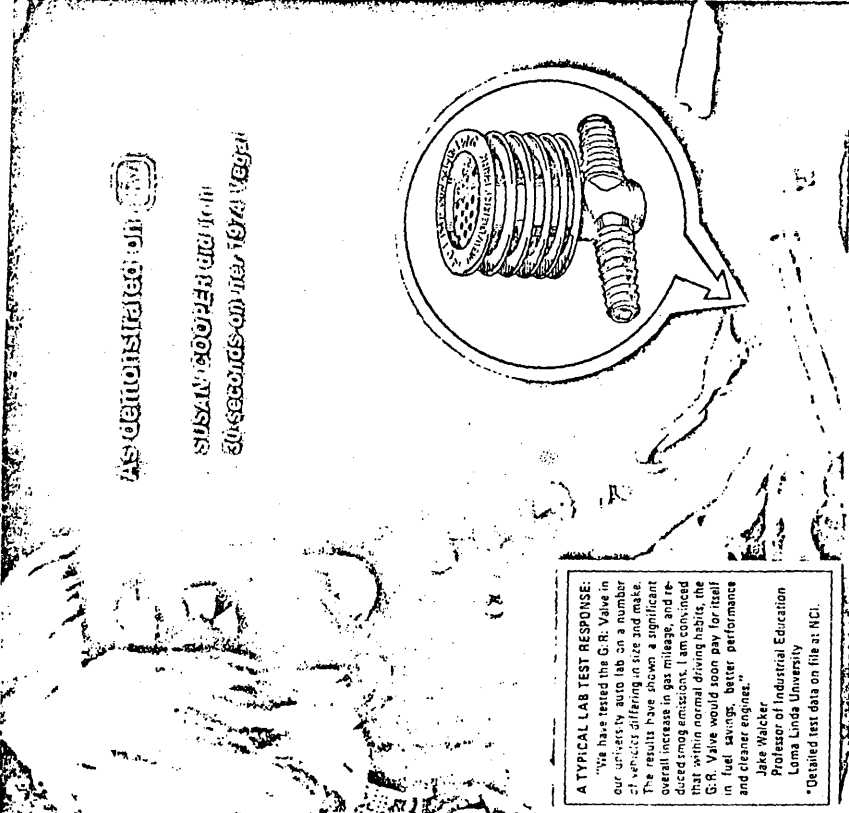
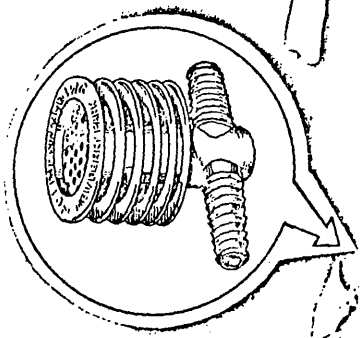
3. **THE G:R: VALVE FIGHTS POLLUTION** by insuring a more complete combustion of gasoline elements. It also re-energizes particles from the smog device so they can be burned. We call this process "Gas Re-energizing" (G:R:). Smog tests\* have shown you can expect up to 50% decrease in air pollutants with this device on your present car.

4. **THE G:R: VALVE INCREASES ENGINE LIFE** by reducing the amount of carbon build up on valves and pistons. When gasoline burns more efficiently, it leaves less harmful by-products to clog and wear out your engine.

\* Tests conducted at Loma Linda University at engine idle utilizing Marquette Exhaust Gas Analyzer: 42-151 Infra Red tube, used in testing exhaust emissions.

As demonstrated on TV

SUSAN ROOPER and her 1974 Vega!

**A TYPICAL LAB TEST RESPONSE:**  
"We have tested the G:R: Valve in our university auto lab on a number of vehicles differing in size and make. The results have shown a significant overall increase in gas mileage, and reduced smog emissions. I am convinced that with normal driving habits, the G:R: Valve would soon pay for itself in fuel savings, better performance and cleaner engine."

Joe Walker  
Professor of Industrial Education  
Loma Linda University  
\*Obtained test data on file at NCI.

YOU TOO can install the G:R: Valve in minutes without special tools or mechanical ability. Just follow the simple 1-2-3 instructions included with each valve.

The unconditional money back guarantee offered by G:R: Valve distributors is positive proof of their confidence in their claim.

