

# SUMMERIZING PLAN FOR MOTORISTS



## Bob Helliwell AND Tom Ness Service Station

### See Us For Complete General Petroleum Service

- Let Us "Summerize" Your Car With
- Mobilgas
  - Mobiloil
  - Certified Mobilubrication
  - U. S. Royal Master Tires and Tubes
  - U. S. Batteries and Fan Belts
  - Car Washing and Polishing
  - Purolator Oil Filters
  - We clean and recommend Champion Spark Plugs

Telephone 321-L

CORNER OF OAK AND ROSE STREETS

## Many Inspections Offered By Local Mobilgas Men to Assist Summer Motorists

"After its gruelling work during the Winter months, is your car ready for the punishment of Summer?" With this question uppermost in the minds of Mobilgas and Mobiloil dealers, they have again joined in a great Summerizing plan, including many free car inspections to assist motorists in preventing the troubles that might be experienced for lack of proper checkup.

"For the benefit of motorists in this area," says Mr. C. B. Boice, manager for General Petroleum Corporation, "our station operators and dealers who maintain Mobilubrication departments are offering twelve free inspections of vital automobile parts. These inspections are for the purpose of keeping automobiles healthy and insuring their peak performance, without mishaps, during the warm weather season ahead."

**To Avoid Car Trouble**  
Judging from the heavy response to the Summerizing plan as announced here last year and expressions of satisfaction from many local motorists, the Mobilgas executive predicts that Summerizing in 1938 will be a more pronounced success than ever.

"It is highly important," he declares, "that cars be inspected regularly to make them road worthy and to prevent burning out bearings, staking of valves, scoring of cylinder walls, failure of spark plugs, blowouts of tires, overheating of the motor, failure of battery, failure of lights, undue carburetor deposit and the use of too much oil and gasoline. Winter does things to cars, so we consider these inspections essential."

EUGENE, April 12. (AP)—Brothers of Sigma Alpha Epsilon and Kappa Sigma, University of Oregon fraternities, staged impromptu and well-faked fires and murders for the visiting members of high school bands, here for a state band contest. The shows were too realistic. They high school lads called for help. Yesterday, the fraternities paid fines of \$15 each in police court for turning in false alarms.

The Chinese beetle has such an acute sense of smell that it is able to locate its mate 10 miles away.

## Summerizing of Tires Essential Says U. S. Chief

Westerners have more reason to have their tires "summerized" than motorists in any other section of the country, according to R. C. Tucker, Pacific Coast sales manager for U. S. Tire Dealers Mutual Corp.

"We Pacific Coast motorists have a reputation for going places and seeing things," Mr. Tucker explained. "This is only natural, for we have the finest roads in the world to go on; unsurpassed scenery to see; and more automobiles per family to go in than any other section of the Union."

"Of course, an important part of 'Summerizing' is to be sure that your car is equipped with tires ready to provide the extra stopping power and skid control required in heavy traffic, and the extra wear needed for long trips. Car owners can now provide both the extra stopping power and extra wear so necessary for motorizing peace of mind simply by equipping their cars with a new kind of safety tire recently introduced by United States Rubber Products, Inc.

"This tire, the U. S. Royal Master, has proved, by extensive road tests, that it will stop a car from 1 to 223 feet quicker. Charts listing the results of these tests have been prepared and show that the patented Centipede Grip tread on this tire will stop cars traveling at forty-five miles an hour many feet quicker than other new tires. For example, four feet quicker on dry roads; 46 feet quicker on wet asphalt; 111 feet quicker on wet crown roads; and 223 feet quicker on hard pavement covered with wet clay.

"Not only does Royal Master provide this extra stopping power and skid control while the tire is new, but, because of its lifetime deskid-tread, these safety features are maintained for the entire life of the tire. Car owners can now have their Royal Master tires deskid-ded and re-grooved as required."

## So Help Me, It's True!

By E. F. (Woodie) Woodman

**BURNS AT STAKE 167 HOURS AND LIVES**  
Literally burned at the stake 167 hours! That's the torturing life of a spark plug in a motor going 5,000 miles. During this period the plugs of a 6-cylinder car set off 45 million cyclones of fire 3,500 degrees HOT. "No wonder they should be inspected during Summerizing," say Mobilgas dealers.

**ABRASIVE FOR FIVE STACKS OF MATCH PACKETS, EACH 48 FEET HIGH**  
Grit enough to make scratchers for 11,500 match packets (five stacks, each 48 feet high) is collected in motor oil during 5,000 miles of use. The abrasive comes from 60,000 cubic feet of air drawn through the crankcase. That's why motorists are advised by automotive and lubrication engineers to drain the oil every 1000 miles, and flush the crankcase regularly.

**LIKE A 100,000 LB. BLOW**  
Giant pressure of 100,000 pounds is exerted against wheel bearing races when your car makes a right angle turn. The same great force hits rear end gears when you rapidly accelerate in "second." This proves, say technicians, "that such vital parts must be well cushioned with correct lubricants, and these lubricants should be flushed out and replaced at regular intervals, such as during Summerizing and Winterproofing."

**MAGNET PULLS METAL FROM USED OIL**  
Steel, iron, brass, rabbit and zinc particles in considerable volume are often found in transmission and differential oil after the terrific churning that occurs in three or four months' travel. They sometimes plug oil holes, prevent lubrication, and cause expensive repairs. You can actually pull some of this metal out with a magnet. Motorists are being warned to have gear cases flushed between seasons.

**YOUR AUTO MAY MAKE TAFFY**  
A tough, sticky, gummy substance like road tar—called TAFFY by Mobilubrication experts—may be created in a hypoid gear differential. It often happens when two kinds of lubricant are mixed therein. They may be perfect lubricants, but, when mixed, their different characteristics set up a dangerous chemical reaction. This may cause burned out bearings and stripped gears.

## Miraculous Is Torture Which Autos Endure

Miracles are performed every day within automobiles. Starting information on the remarkable achievements of many vital parts of cars has just been issued by Marc C. Leh, general sales manager for the western marketers of Mobilgas and Mobiloil, a reason for Summerizing inspection.

"If you are statistically minded," he says, "it almost takes your breath away to contemplate the marvelous goings-on under the hoods and bodies of the cars you so essential to our daily life."

**Unbelievable Actions**  
It is explained by the Mobilgas executive that while you have driven on your car 5,000 miles (average distance driven from winter to spring) the following unbelievable actions have taken place:  
Twenty-two million, seven hundred fifty thousand revolutions of the fan belt.  
Five million revolutions of the speedometer cable.  
Forty-five million fuel charge set off by the spark plugs.  
Cleaning of 1,666 gallons of lubricants by the oil filter.  
Fifteen million revolutions of the crankshaft, rear axle pinion and universals.  
Seven and a half million openings and closings of each valve.  
Three million, seven hundred fifty thousand revolutions of the rear axle, wheels and tires.

## RUST DEPOSITS DESTROY EFFICIENCY OF AUTOMOBILES

Warped and sticking valves, wear of piston rings, waste of oil and power and many other troubles have been avoided for the automobile owner by the design of efficient cooling systems, such as installed in today's cars, says W. Boice, manager for the Mobilgas marketing organization.

"However," he declares, "one of the reasons for announcing the Summerizing inspection plan is to call attention to the necessity for frequent flushing of the cooling system to prevent overheating and attendant difficulties."

"Rust in the radiator and along the walls of water jacket is one of the worst enemies of a motor. Science proves that a deposit of rust only one-eighth inch in thickness has the same resistance to heat and cold as a sheet of asbestos of about the same thickness."

"This gives some conception of the importance of flushing cooling systems with a product created by Mobilgas chemists for this specific purpose, and following this with the use of a water neutralizer to prevent further formation of this decomposed iron."

"Too high a temperature wastes fuel and causes oil to burn. Hence all Mobil dealers urge the frequent inspection of the cooling system."  
HOOD RIVER, April 12.—(AP)—Crushed to death against rock when a jack slipped from under his truck, the body of George Kamenas, Barrett fruit grower, was found yesterday by motorists. Surviving are his widow and five children.  
Thirty-six per cent of the weddings in the United States are dissolved by divorce in the first five years.

# YOU CAN STOP 4 to 223 FEET QUICKER

**PROVE IT YOURSELF IN ONE MINUTE**

**STOPS QUICKER**  
When brakes are applied, the "de-skid-ded" Centipede Grip cuts go into action... hundreds of sharp gripping edges bite through the slippery surface film... enable the flexible tread units to solidly grip the pavement.

**CONTROLS SIDE SKIDS**  
When the weight of the car suddenly shifts to the side, in turning corners, passing cars, etc., the sharp lateral edges of the seven continuous ribs go into action, instantly bite through the film and gain a direct positive foothold on the road.

**HERE'S WHY YOU'RE SAFER WHEREVER YOU DRIVE...**

OILED GRAVEL ROAD No. 11 DRY 4 FEET QUICKER	OILED GRAVEL ROAD No. 11 WET 7 1/2 FEET QUICKER	ASPHALT COMPOSITION ROAD No. 6 WET 46 FEET QUICKER
SLOSH ON HARD PAVEMENT No. 31 75 FEET QUICKER	SMOOTH HIGH CROWN ROAD No. 26 WET 111 FEET QUICKER	WET CLAY ON HARD PAVEMENT No. 15 223 FEET QUICKER

See for yourself how these great De-Skid-ded tires stop a car quicker on curves or straight-aways... uphill or down... on wet or dry pavement. Drop in! Try our amazing one-minute test. Learn about this new Skid Control.

**The New U.S. ROYAL MASTER**

Sold by  
**GENERAL PETROLEUM STATIONS AND LEADING DEALERS**

Tune in **BEN BERNIE** EVERY WEDNESDAY EVENING KOIN 8:30 p. m. Over Columbia Network

LET US  
**Summerize Your Car**

In Preparation for the Punishment Ahead in Summer Driving.

COMPLETE LUBRICATION FACILITIES

**Mobiloil - Mobilgas**

South Roseburg  
**Service Station & Auto Court**

916 S. Stephens R. O. Johnson, Prop.

**BUY A Better Used Car**

FROM **L.R. Chambers** Used Car Store  
Across the Street From Valley Hotel

**BUY Mobilgas**  
the largest selling gasoline in America

AND **Mobiloil**  
the largest selling motor oil in the world

FROM THESE DEALERS  
PACIFIC HIGHWAY GARAGE CANYONVILLE  
UMPQUA COTTAGE CAMP MYRTLE CREEK  
TENMILE AUTO CAMP TENMILE  
DILLARD GARAGE DILLARD

Protect Yourself Against Loss  
by fire, theft, collision, liability, etc., by having us write an insurance policy for you, backed by a strong, reliable company.

**FRED A. GOFF**  
FARMERS AUTOMOBILE Inter-Insurance Exchange Real Estate