

Car Imps to be Ousted by Winter-proofing

New Gremlins Found as Mobil Men Start War Against Them

A new Gremlin is in town. He's now in hiding in motor cars. He is here to get firmly established for the Winter season.

The name of this imaginary but harmfully-mischievous little imp is "Stormy." At least he has been so classified by the M. D.'s (Mobilgas Dealers, if you please) and these "doctors" have organized their Winter-proof campaign to prevent "Stormy" and all his bothersome tribe of co-workers from injuring the health of the cars they service.

Such was the announcement made today by E. A. Pearson, Wholesale Agent, of General Petroleum Corporation, who declares that the Winter-proof, semi-annual car-protection program will put "Stormy," "Draggy," "Sludgy," "Skiddy," "Squeaky," "Wastey" and other impish goblins on the run.

"In offering the Winter-proof, Gremlin-fighting campaign to motorists of this area," said Mr. Pearson, "we do so with the assurance that it will go a long way toward preventing troubles incident to cold, wet-weather driving, and will also help stretch the life of our now-precious cars."

"In case you don't know it, 'Stormy' is the pesky fellow we have to look for most diligently

right now. Changing weather conditions, are favorable for him in causing damage to vital and hard-to-get automotive parts.

"We must be diligent also in safeguarding cars against the cold weather pranks of "Calamity," who loves to weaken batteries and stall cars; "Draggy," who puts an oil drag on gears and wastes gasoline; "Sludgy," who creates harmful sludge in neglected crankcases; "Wastey," who steals ration coupons by robbing motorists of mileage; "Skiddy," who specializes on making tires get smooth, go flat, and blow out; and "Squeaky," who corks up bothersome auto squeaks and rattles.

"Now that most all motorists are so well imbued with the necessity of adequate service to avoid Gremlin troubles," continued the Mobil representative, "the only predicament anticipated is the difficulty, with limited manpower, to handle all the essential, seasonal work. That's why it's advisable for car owners to make Winter-proof service appointments early. Better a week early than a day too late."

Oil Is Called Lifeblood

"Oil is the very lifeblood of your car," asserts the Mobil man of the Canyonville Mobilgas station. "Like the liquid which courses through your veins to keep your system running, motor oil of the right consistency for Winter use is essential to the operation and protection of your motor during the cold, wet days ahead. That's the reason why oil flush and change is a 'must' on the Winter-proof program, now under way. No matter how much or how little you use your car, the oil should be changed every time you drive in for Mobil-lubrication—and this lubrication (by X-Ray process) is also a 'must' before Winter starts. But, please give your service man a chance to do the job right. Manpower is limited, you know. So, make an appointment early."

Ways to Save Gas Are Told by Dealer

"There are many ways to save gasoline, and thus make your ration coupons go farther," declares Dick Frost, manager of the Mobilgas station at Stephens and Oak. "For instance, cleaning and adjusting spark plugs, or installing new ones, can add as much as 10 per cent to mileage. Installing the correct grades of oil and grease in your car also helps to save fuel, by cutting down lubricant drag. Another means of saving gas is to have the air filter thoroughly cleaned, so that it supplies enough air to the carburetor and therefore doesn't act like a choke on your engine. Using upper cylinder lubricant (Upperlub) also helps by increasing compression and making valves work smoother. We specialize on such gas-saving, car-saving services during Winter-proofing."

INSIDE STUFF

CAMDEN, N. J.—Leaving a courtroom here, Mrs. Bessie Thomas, 61, gulped, grabbed her throat, and told Sheriff John F. Gorman she had swallowed 70 cents which was hidden in her mouth.

X-ray examinations at a hospital showed the change in various parts of her body, and also three bullets.

"I've been shot six or seven times," she said, off-handedly.

Gleeful Gremlins Gloat



"I told him to put off Winter-proofing, and he fell for it," gleefully gloats one car Gremlin to another as he witnesses motorist's downfall. At least that's the version of the conversation as given by Bob Wickersham, motion picture cartoonist, who created the fetching car Gremlin figures for use by Mobil stations, now enlisted in the anti-Gremlin campaign to help avoid such mishaps as here pictured.

Using Worn Oil Is Dangerous Practice

"The life of your car and its vital, expensive parts is seriously threatened when you continue to use oil and grease after the recommended time changes," declares Mobil man P. R. Alkin of the Alkin Service Station. "The motorist who drives with thinned-out oil and over-used lubricants is running the risk of faulty lubrication, needless wear and gasoline waste. For this reason, automotive engineers urge that old oil and grease be flushed out and changed to seasonal grades before Winter starts. It's a wise motorist who follows this advice. He saves his car for his country. During this Winter-proof process, and at all times in fact, we are guided by the Mobil X-Ray chart to make sure the correct grades are installed."

GEO. W. DIMMICK
AGENCY
REAL ESTATE AND
INSURANCE
125 Cass Street, Phon. 484-L
farms—stock ranches
timber lands



COME IN AND LET US
GET THE GREMLINS
OUT OF YOUR CAR

Don't take chances on Winter-Weather driving. Come in now for a thorough Winter-proof job, including the 4 important "musts".

AIKIN SERVICE STATION

Stephens & Mosher Roseburg, Oregon



Car Radiators Act Like Home Bathtubs

"Ever notice how the water in your bathtub leaves a ring around the edge?" queries Carl Lanquist of the Coos Junction Garage. "Well, a somewhat similar action takes place inside a car radiator. The water leaves a film of rust and scale on radiator tubes. This can eventually eat its way through metal, causing leaks. The rust and scale also cuts down motor efficiency by causing overheating, even in Winter. Cooling systems should be cleaned out with Mobil radiator flush, and Hydrozone neutralizer put in to retard future rust and scale formation. Right now they should also be protected against sudden, unexpected cold snaps. This is an important feature of our Winter-proofing service."

There are 141 colleges in the United States with endowments of \$2,000,000 or more, the heaviest endowed institution being Harvard university with \$143,000,000.

Let General Petroleum chase away your Gremlins



TENMILE STORE

BENEDICT AND HAAS Proprietors



Don't Take Chances With Winter Weather Gremlins

WINTER-PROOF... NOW! at the Sign of the Flying Red Horse

Go today to your Mobilgas dealer. He is equipped to do a first class job of Winter-proofing to protect your car against Winter-weather Gremlins and to help make it last longer.

- Dick Frost Service, 143 N. Stephens.
- Tenmile Store, Tenmile
- Camas Valley Service, Camas Valley.
- Melrose Store, Melrose
- Cooper's Service, Dillard.
- Pacific Highway Garage, Canyonville
- Aikin Service Station, Stephens and Mosher
- Coos Junction Garage, Coos Junction

E. A. PEARSON

Wholesale Agent—General Petroleum Corp.
Phone 321-J



Keep Gremlins away!

Gremlins are the wear and tear That plague your car for lack of care.
They argue with you to delay, To "put it off" another day.
They say because you're cutting speed Of watchful care there is no need.
And since you do not drive so far, They urge you to neglect your car.
Of course, down in your heart you know That what they tell you isn't so.
For if you slack your vigilance You'll have to face the consequence.
Today when new cars can't be bought You must protect the one you've got.
Give it the very best of care, To counteract the wear and tear.
Get "Winter-proof" protection now— Your Mobil Man will tell you how.



GIVE YOUR CAR Winter-Proof PROTECTION WITH THESE 4 "MUSTS"

- TRANSMISSION AND DIFFERENTIAL SERVICE**
Replace heavy-grade summer lubricants with correct winter grades of clean, fresh Mobil Lubricants.
- MOBILUBRICATION**
Protect the vital parts of your car with expert lubrication from the famous X-Ray Chart.
- OIL CHANGE**
Drain, flush and refill your crank case with correct grade of Mobil-oil for winter driving.
- TIRE SERVICE**
Help make your tires last with expert tire service. Avoid dangerous skidding with new recaps.

Ask your Mobilgas Dealer ABOUT HIS WINTER-PROOF "MUSTS"

When that chill hits you (and it won't be long now) remember this: Your car will be feeling it too. With winter weather ahead now's a good time to prepare your car for winter driving, with these four necessary services. They're just about the minimum protection you must give your automobile at this time. That's why we call 'em the 4 "Musts." Why not spend a few dollars now and save trouble and greater expense later? Take a few minutes and talk over these 4 "Musts" with your Mobilgas dealer. Suggestion: Don't put it off!

Free GREMLIN CUT-OUTS

Go to your Mobilgas dealer for cut-outs of the cute little Gremlins in attractive colors. Eight in the series and all FREE while they last. The children will love them—so will you.



MOBIL-OIL-MOBILGAS