

Summer-proofing Is Urged to Avoid Car Breakdown

WITH NO NEW AUTOMOBILES IN SIGHT, TIMELY SERVICE IS OFFERED TO MOTORISTS

Every day, it is declared, 5,480 private automobiles are going out of commission in this country. These figures come from Automotive Safety Foundation, showing 2,000,000 car layups a year. The Foundation says the number of privately-owned machines still in operation has shrunk dangerously near the 20,000,000 essential to maintenance of war-time transportation needs.

With drivers thus warned of danger to the lives of their aging cars, a Summer-proof co-operative movement to help avoid auto breakdowns has just been started here by Mobilgas car-service specialists.

"Announced at the most critical period in automotive transportation," says E. A. Pearson, wholesale agent of General Petroleum Corporation, "the Summer-proof plan is timely. The failure, right now, of some car part might mean the laying up of the machine for the duration. Car-Savers Featured."

"The Summer-proof, help-save-your-car program embraces vari-

ous important inspections and services aimed to protect vital bearings, gears, ignition systems, tires, batteries, and other parts from premature and complete collapse.

"Guided by car-service specifications laid down by auto engineers, each Mobil service man has devised his own semi-annual service program to aid his motorist patrons. The way to play safe is to follow his recommendations.

Good Mechanics Scarce.

"Acute shortage of expert repair men, in addition to car parts scarcity, constitutes a real warning to drivers that Summer-proof inspections and services should be rendered now. It just isn't safe to neglect service until repairs are necessary.

"Still another threat is the shortage of station service experts. This means that Mobil men, already crowded with work must be given time to go over cars from stem to stern.

"Hence, appointments for Summer-proof help-save-your-car services should be made well in advance of need. Don't put it off. It's better to be safe than sorry, yes better to be a week early than a day too late."

Don't Take Chances

"Don't take chances. That's my advice to car drivers, especially at this season of the year," states Carl Lankust, popular Mobilgas station operator at Coos Junction. "Especially important," he continued, "is inspection of the cooling system, which should be drained, flushed and properly protected. It is also important to flush out the crankcase, transmission and differential and supply them with clean, fresh, high-grade lubricants of the correct grade for the season ahead. Watching these things pays big dividends in longer life, and helps avoid expense, repair bills and delays."

Too Many Failures

"Too many automobile failures in this country are directly due to carelessness," declares P. R. Alkin, service expert at the Mobilgas station, Stephens and Mosher, "and too many motorists are getting repair bills that could have been avoided. Managers of auto dealers' service departments estimate that as high as 67 per cent of car repairs are due to failure of owners to give them proper periodic maintenance, regular inspection, regular oil changes and lubrication. Our semi-annual checkups (called Summer-proofing in the spring) help avoid conditions which often lead to costly repairs or the actual layup of a car. The specialists we now feature include inspection and lubricant change services that are really essential to long car life."

Motorist Is Wise

"The average motorist today is a wise man who understands his car," declares Mobil distributor at Camas Valley. "He knows that the car he owns must have regular attention to keep it in shape, so it will last a long time. Therefore, he follows recommendations on all oil changes, lubrication and periodic inspection of tires, brakes, battery, cooling system, spark plugs, wheel bearings

and other important things. It is to this man that we make our special offer of the semi-annual Summer-proof checkup, knowing he will profit by it."

Way To Play Safe

"The way to play safe," according to Benedict & Haas, owners of Ten Mile store Mobil distributors, "is to order periodical maintenance of your car. That's what the auto makers tell us. That's why we have Summer-proof checkups and lubricant changes. One automobile engineer tells the whole thing when he declares that 'such maintenance, if duly performed, will eliminate costly emergency service and lengthy delays. Proper lubrication is the bodyguard of your car.' Right now our special offer presents a rare opportunity to get such service."

Make 'em Last Longer

"This year everybody is thinking in terms of economy, thinking how the things they own can be made to last longer. Making cars last longer is one of the important functions of our business. It helps our customers who desire to keep car expense down by extending the useful life of their machines." That is the way the Melrose store Mobilgas station sums up the advantages of the special Summer-proof, safety-proof inspection of cars he is now making. "To accept these offers," he says, "enables motorists to protect their cars properly against the ravages of time and weather. Thus they make sure they haven't overlooked some periodical service that should be rendered to avoid failure of some vital car part."

Good Rule To Follow

"A good rule for the car owner to follow, if he would avoid breakdowns, is to have all vital parts of his car checked each fall and spring," declares the Mobilman at Cooper's Service, Dillard. "I mean he should put it up to us to check rear end, transmission, wheel bearings, tires, battery, brakes, sparkplugs, fan belt, lights and ignition system, engine oil and all parts that need lubrication. He should also have the cooling system drained, flushed and protected. This is real defense of your car investment."

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SUMMER-PROOF NOW

FOR FOUR OUT OF FIVE motorists there'll be no new cars for at least two years after the war. So, it's only good judgment to take care of the one you have.

To help make your automobile last longer—perform better—have it Summer-proofed. Summer-proofing means having your Mobilgas dealer inspect your car and perform those services which it needs at this time of year.

Keeping cars in service is a job shouldered by thousands of Mobilgas dealers who are equipped to nurse along aging motors—stretch the life of precious tires—and squeeze extra miles from automobiles and gasoline.

Your Mobilgas dealer is a good man to know—a friendly, helpful man to consult. See him about the Summer-proof services your car needs.



WHERE YOU
SEE THIS SIGN

A Wartime Necessity!

Your car must last as long as possible. There are no new ones in sight. It's smart to have it

SUMMER-PROOFED

at the sign of
the Flying Red Horse

Your Mobilgas dealer is equipped to do a top job of helping to keep your car running more economically—to help make it last for the duration.

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