

Save Money!
BIG \$1 SPECIAL
19 WINTER-PROOF SERVICES for Only 10 Dimes

Here's a rare opportunity to get your car in shape for winter driving—economically. Drive in for complete lubrication job and 18 other important services—all for \$1.00.

Wayne R. Robertson
Commercial at Owen St.
Phone 5557

Winter-Proof Special Is Announced by Dealers

'Pigskin Prophet' Is Mobilgas Offer

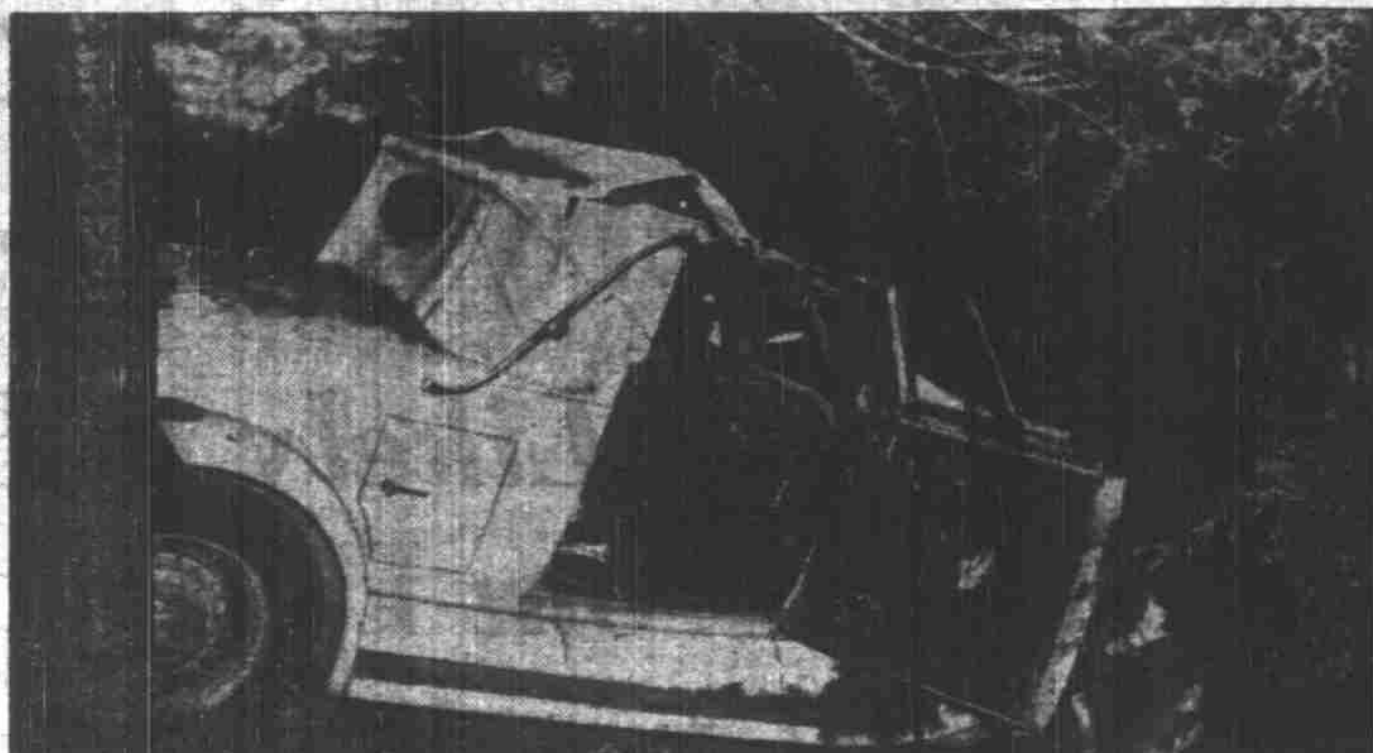
Outstanding among the many services offered by the friendly Mobilgas stations throughout the Pacific coast area is the distribution of the "Mobil Pigskin Prophet."

This handy little leaflet is available at all General stations each Wednesday and is edited by Major L. B. Chapman and Sam Hayes. Each issue contains complete schedules, predictions of scores, notes on the big games and other information pertaining to the games for that weekend.

"It has been surprising how many of our customers come in every Wednesday to get their copy of this interesting little booklet," states E. B. "Scotty" Marr, manager of the big General station at North Capitol and Market.

Marr pointed out that the booklets were free to anyone who may request them and they include all games of major interest throughout the nation as well as all coast games.

Result of Failure to Watch Tires



Evidence of the danger that faces the motorist who fails to watch his tire, is shown by the picture of this wrecked machine, which plunged over a 100-foot precipice when, without warning, a tire blew out. The car sheared off one tree and hit another. Four persons were injured, narrowly escaping death.

Service Will Aid Unprepared Motorists at Start of Winter

Edgar Forgets to Winter-Proof



Boy, oh boy! Is Edgar Kennedy stumped about what to do next, to get the old bus started. Kennedy, the popular comedian featured in Paramount's "Touchdown" and many other productions, represents the motorist who forgot to "Winter-proof."

Experts Unite for Drive Against Hazards

New driving hazards face every motorist at this season of the year, when fall suddenly turns to winter, and storms often break without warning. Even in areas where winters are mild, drivers are frequently faced with difficult motoring conditions that call for the utmost caution, and a dependable car.

Start Preventive Service
Most drivers recognize that an ounce of prevention is the cheapest insurance against car failure, accident and repair bills. Because some motorists may be caught without warning by not looking ahead to seasonal conditions soon enough, a trouble-preventive service has just been instituted here by Mobilgas experts specializing in auto inspection and servicing.

These experts, banded together in a drive against motoring hazards, are offering to go over cars in accordance with recommendations of automotive engineers and traffic officials. With eagle eyes they will check the things that usually cause difficulty, if neglected. They are announcing this "Winter-Proof" service, to be rendered at Mobilgas stations of this area, at a one-dollar bargain price, to include a correct winter lubrication, plus 18 additional inspections and services.

"Most folks have read a lot about preventive service recently in magazine editorials," declared C. G. Harman, local agent for General Petroleum corporation in referring to the movement. "Now, this service, which is vital to safety, economy and driving comfort, is available at Mobilgas stations."

Helps Avert Car Failure
"Preventive service (Winter-proofing) helps to avoid failure of car parts, motoring delays, repairs, wrecks, injuries and deaths. Automotive engineers tell us every motorist should demand such a thorough analysis of his car at least twice a year, regardless of weather, but most certainly when the seasons are changing."

Oil Helps to Cut High Motor Heat

"Lots of car owners don't know, but should know," says Manager Glen Huddleston of the 12th and State streets Mobilgas station, "that the fan, radiator and water jackets are not the only things to cool motors. The motor oil, besides lubricating, is also depended on for cooling. It cuts down the intense heat of today's high speed motors. Otherwise they'd burn up. This Glen Huddleston oil must circulate at the rate of 26 quarts per minute, at 30 to 45 pounds pressure, to do the right cooling job."

"If the motor is clogged up, if the oil is dirty, if it isn't full-bodied and correct weight, it will neither circulate nor cool nor lubricate properly. Then you're taking a chance. I say, look at your oil regularly and drain it at least every 1000 miles to play safe. And be sure to inspect it before winter starts. This is only one of many reasons for the 'special' winter-proof inspections now offered by Mobilgas dealers at a bargain rate."

Salesman's Auto In Good Shape in Spite of Pounding

Traveling salesmen, the men who are pounding over the roads day in and day out to get there on time, are the men who know how to treat cars and how to get the most out of them.

This is the statement made on authority of Wayne Robertson, manager of the Mobilgas station at South Commercial and Owen streets.

He bases his opinion on a careful study of Wayne R. Robertson's habits of motorists. "I find," he says, "that the average salesman's car is in better shape, travels farther, fenders better service, and costs less to operate than the car of the average motorist. Why? he has learned to take care of it. He must, for he depends on it. He never neglects to have it lubricated or fresh oil and grease installed. Folks who watch salesmen's habits will best appreciate the winter-proof inspections services offered now by Mobilgas dealers."

Tips on Auto Care Made by Factories

Best Advice Is Systematic, Thorough Check Every 5000 Miles

Most women don't care to study things mechanical. And many men have no flare for mechanics, either. However, whether they are mechanically-minded or not, they are supplied with valuable information on the care and protection of their cars.

These tips are contained in booklets published by the automobile manufacturers of America. One of them is placed in the glove compartment of every new car. They reveal a lot of essential information, even though the reading of them be only superficial, automotive engineers say.

"Among the most useful tips which, if followed, will prolong the life of any car, is the unannounced instruction that every automobile be systematically checked every 5000 miles, or at least twice a year," declares Howard Stoltz, salesman for the Mobilgas-Mobiloil marketers, who have instituted the Winter-proof inspection plan, now in operation here.

"These car manufacturers further urge careful and periodic watching and changing of motor oil and gear lubricants. They are agreed that no one can get peak performance, and prevent expensive wear of auto parts, unless he or she follows the frequent, periodic inspection plan."

"When a service station expert tells you to change oil and lubricate the car at least every thousand miles, change gear lubricants and service wheel bearings and other vital places every 5000 miles . . . and also inspect everything possible at this 5000-

'Stitch in Time' Hint to Motorists

"The old adage 'a stitch in time' is a mild reminder as compared to the annual warning to get your car ready for winter. A stitch in time refers only to possible torn or ripped clothing, and if not taken the worst result might be embarrassment. But failure to get your car ready for winter may mean a costly breakdown or mishap for some of your family," says Ronald E. Poyner, Ronald Poyner of the Mobilgas Super Service station at the intersection of the old Pacific highway and Liberty road. "A tire blowout, a locked wheel, a frozen bearing, defective brakes, dead lamps or batteries—any one of these at the right—or wrong—moment can have disastrous consequences. On the other hand, the check-up which goes with our Dollar Special is likely to show any weakness in plenty of time to correct it."

Winter-Proof at Poyner's with MOBILGAS and MOBIL OIL



19 Winterproof Services Make Your Car OK for Winter . . . **\$1**

Ronald E. Poyner
Old Pacific Highway and Liberty Road Phone 2-1434

WINTER-PROOF YOUR CAR

At this Sign

Mobilgas

Let your Mobilgas dealer put your car in first class shape for Winter driving. Avoid the worry and possible repair bills that may result from driving a car unprepared for winter after a summer of hot, dusty driving. Your Mobilgas dealer will give you a complete job of Winter-proofing that may help save you annoyance and mishaps.

HAVE YOUR CAR WINTER-PROOFED AT THESE DEALERS:

- | | |
|--|--|
| MONROE CHEEK
Center & Liberty Streets | ROBERT MORFORD
Silverton, Oregon |
| DAY BROTHERS GARAGE
Lyons, Oregon | MT. ANGEL MOTOR CO.
Mt. Angel, Oregon |
| R. M. "Boss" GRIFFIN
Pacific Highway & Lana Avenue | R. E. POYNER
Old Pacific Hwy. & Liberty Road |
| D. S. GRILLEY
Pacific Highway, Woodburn, Oregon | QUIRING & FRIESEN
Dallas, Oregon |
| G. H. HUDDLESTON
12th & State Streets | W. R. ROBERTSON
S. Commercial & Owens |
| E. B. "Scotty" MARR
N. Capitol & Market | CARTER MOTOR CO.
205 N. Commercial |

SALEM PARKING SERVICE
145 S. Church St.

C. G. HARMAN
WHOLESALE AGENT FOR
GENERAL PETROLEUM CORPORATION
835 South 15th St. Phone 9517



DANGER
SLIPPERY ROADS AHEAD

Winterproof your car with **U.S. ROYAL**

DeLuxe
for extra protection against skids

Famous "Brake-Action" tread with 2500 extra gripping edges gives quick, safe, straight-line stops . . . protects you against dangerous skids on slippery, wet pavements.

GREATER PROTECTION AGAINST SLOWDOWNS. Cords saturated in pure, liquid rubber makes every ply a safety ply, gives maximum heat resistance.

GREATER PROTECTION AGAINST WEAR. Famous U. S. Tempered Rubber Tread gives more non-skid miles. An exclusive "U. S." formula. Dollar for dollar and mile for mile U. S. Royal DeLuxe is the biggest tire value you can find.

GET OUR DEAL.—Whether you want the U. S. TIRE, the Royal DeLuxe or the Royal Master . . . get our "Winterproofing" deal before you buy tires anywhere.



United States tires are good tires

GENERAL PETROLEUM STATIONS
AND LEADING DEALERS

Don't let a worn-out battery cause you winter grief . . .



It may be cheaper in the long run to replace an old battery than to have it recharged or repaired. Get our low prices now on Guaranteed Batteries. Full-size plates, Hard rubber case. Heavy corrosion-proof welded terminals.

Guaranteed BATTERIES
FREE! Battery Inspection Service. Come in and let us check your battery. Fill it with pure distilled water. Inspect—clean terminals.

Winter Traveling Wants Good Auto

Millions will go forth this season to enjoy winter motoring, which is almost as heavy as that of summer, as shown by gasoline sales records. But, says Mr. T. C. Tathwell, office manager for General Petroleum's Salem agency, it is well to remember that:

"A good driver, a good car and good weather constitute an ideal combination for safety. But, right now, good weather quickly turns to poor weather, and good cars often become poor cars, if not inspected in advance of the season."

"Traffic records show that last year there were 93,516 fatal and non-fatal accidents in the rain, 12,450 in the fog, and 15,940 in the snow."

"We know that many of these serious occurrences would have been averted, despite poor weather, if the cars had been in perfect condition. Therefore, anything that Mobilgas dealers can do on car inspection and in arousing motorists to its necessity, is a move in the right direction."

TIME TO WINTER-PROOF YOUR CAR!

Safe Winter Driving—
For worthwhile saving
Come in and get our BIG WINTER-PROOF \$1.00 SPECIAL
E. B. "SCOTTY" MARR
Market at Capitol Phone 5854

MOTORISTS—
Here's a chance to SAVE

Everybody likes to make a real buy. Here's a value you don't see every day. Come and get it! It also offers you a chance to learn about the swell service and fine products available here.

SPECIAL \$1.00
19 Complete Winter-Proof Services for Your Car for Only

GLENN H. HUDDLESTON
State Street at 12th Phone 5925
Headquarters for