

# CAMPAIGN FOR SUMMERIZING OPENS SEASON'S TOURING

**For a Complete Summerize Service STOP AT**

**N. R. Collison Gas Station**

Let entering Salem from the South — Last Station leaving Salem

**MOBILGAS GASOLINE**

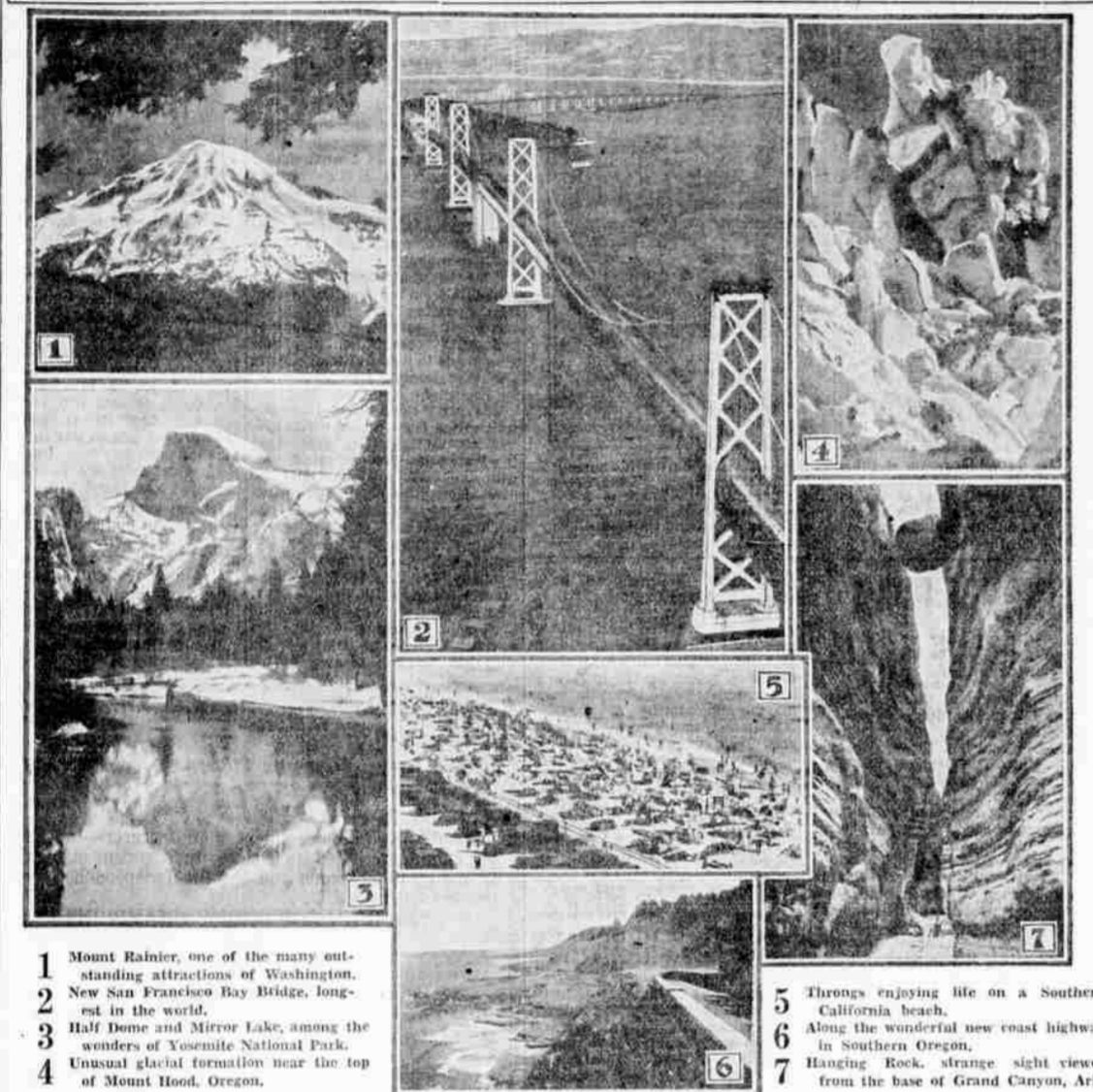
**MOBILGAS MOTOR OIL**

**U. S. Tires**

**U. S. Batteries**

Try a Journal Want Ad

## Scenic Wonders Lure Motorists



1 Mount Rainier, one of the many outstanding attractions of Washington.  
2 New San Francisco Bay Bridge, longest in the world.  
3 Half Dome and Mirror Lake, among the wonders of Yosemite National Park.  
4 Unusual glacial formation near the top of Mount Hood, Oregon.  
5 Throngs enjoying life on a Southern California beach.  
6 Along the wonderful new coast highway in Southern Oregon.  
7 Hanging Rock, strange sight viewed from the base of Grand Canyon, Ariz.

## Greatest Motoring Era in History Is Predicted for 1937

New Cars, New Highways, New Scenic Delights and Better Service Cause Drivers to Travel Farther

Pressing the greatest motoring era in all history in Washington, Oregon, California, Arizona and Nevada, automobile clubs and tourist agencies of this nature-favored area are all set to go.

According to the statistical information compiled to prove that in 1937 there will be more motorists, and these motorists will travel farther than ever. For instance, here's some interesting facts:

A. E. HOHN, JR., information receiving Albert E. Hohn, Jr., the Oregon division general manager of General Petroleum Corporation, who says: "Approximately one hundred fifty million dollars (\$150,000,000) was spent during the past year in improvement of main highways, county and state roads and city streets in these five states. This gave employment to approximately 25,000 men, at an average of \$6 per day, 5 days a week for 32 weeks.

"Many new cars have been going up month by month at an increase of better than 30 percent. Replacement of old-time cars in the west has reached an all-time peak, according to U. S. tire dealers.

"Numerous cars registered in Washington, Oregon, California, Arizona and Nevada are now approaching the three million \$3,000,000 mark. Doubled money to buy them, they would make a solid line reaching 4000 miles.

"Sales of gasoline have been increasing constantly with a gain of more than 12 percent in 1936 over 1935, according to our automobile clubs from Middle West and Eastern states asking for travel information have been shooting ahead with a gain of more than 30 percent in recent months.

"Traffic summaries taken at state border quarantine stations during 1936 spring and summer touring seasons revealed an increase over the previous year of 49 percent in number of foreign or out of state cars.

"Most startling of all statistics, proving that the people of our own area are traveling more and traveling farther, is found in the state border records of all cars, not counting stages. This traffic increased more than 78 percent last year. We are in a great and growing motoring area. No wonder, when one considers the Yakima high school basketball team, a considerable stake in the game. Miss Dahlman is teacher of Home Economics at Meir, this year, going there from Independence, and she will have similar work at Yakima.

## Getting All Set for Summer



Individual styling with lines of unusual grace and beauty have earned for the 1937 Oldsmobile the title of "style leadership." Photo shows the Oldsmobile six four-door touring sedan with trunk, Bozell-Grimson Motor, 220 North High Street, is the local agency. At left, June Lang, Twentieth Century-Fox player, seated behind her trailer, all set for fishing. At right, scene prepared at many thousands of homes, while family picks up the car for a spin in the great out-of-door.

## DEALERS IN MOVE TO AID CAR OWNERS

Now that spring is here, the automobile must be carefully prepared for hot weather driving after a winter of hard use.

This process is essential to safety. It is essential to prevent trouble, to prevent breakdowns, overheating, loss of power, blowing out of tires, battery failure and unnecessary and expensive wear.

Announcing a big Summerizing movement for the aid of car owners, local officials of General Petroleum Corporation and service stations featuring this company's Mobil products advise that this winter oil and grease must be replaced with heavier grades to guard against undue friction and mechanical difficulties.

It is explained, however, that the Summerizing movement embraces more than just changing oil and grease. Dealers are offering a free inspection service that includes: draining of gasoline tank to remove the winter's accumulation of road dirt, cleaning of strainers and blowing out of fuel lines to make sure gasoline will flow freely; draining and flushing of radiator, crank case, transmission and differential, cleaning and servicing of battery; testing and cleaning spark plugs and light bulbs; complete checking of tires; cleaning the fan belt and oil filter; cleaning interior of car and polishing of all glass.

To have these things done now while the Summerizing campaign is on, advice General officials means to save regrets later. It means more pleasure in driving and tire economy and safety in the long run.

## Clean Oil Saves the Motor

Long life and economical operation of a car is assured by changing the motor oil each thousand miles. "In traveling this distance," says H. W. Taylor, manager of General's department marketing Mobil, "towards 12,000 cubic feet of dust and abrasive-laden air are drawn through the crank case. Regular draining and refilling at the end of each thousand mile period protects the motor from costly wear."

"This is the attention reason for inspection of the inspection campaign in stations where General Petroleum products are marketed," says A. L. Knapp, Jr., operations department manager of the company. "This campaign, called Summerizing, at this season of the year, provides for careful inspection of everything visible about a car.

"Thus, the station manager or attendant is enabled to tell the car owner of anything that should have attention in order to prevent future mishap.

"This movement has been highly lauded by newspapers everywhere, in recognition of the necessity for caution in a country where one person out of every 100 is either killed or injured in an automobile accident each year."

## TIRE TROUBLE IS DOUBLE IN HOT WEATHER

"Vacation Rubber No. 1." That's the cubine name accorded to the new U. S. 6. Royal Master—a tire made of triple-layered rubber which is referred to in the report as running exceptionally cool under all weather conditions.

"Monte Carlo 900 miles, Happiness 100 yards" reads a road sign in Woodford, England.

**PROTECTION**

You Should Buy THE BEST in Gasoline and Lubricants for Your Automobile and the best in INSURANCE PROTECTION

1 REPRESENT AMERICA'S OLDEST AND MOST DEPENDABLE INSURANCE COMPANIES

- NATION WIDE SERVICE
- BROAD COVERAGE
- REASONABLE PREMIUMS

**MERRILL D. OHLING INSURANCE**

275 State St. SALEM, OREGON Phone 9494

**That Added Snap**

and power to stay in the lead comes only from a motor that is in perfect condition. Our service men are trained in factory precision methods

and will "tune" your motor so that it will give you that snappy pick up. They will also restore smooth performance to your motor. This will save you many dollars in gasoline and repair bills. Drive in today

**E. H. BURRELL**

464 N. LIBERTY PHONE 5178

**Check Tires for Safety**

Important among the services rendered by General Petroleum stations during the Summerizing campaign, is the inspection of tires. Good tires have an important bearing on safe, satisfactory driving. It is pointed out, Seventy-three hundred and sixty of the serious accidents in one recent year—accidents in which persons were either killed or injured—were due to punctures or blowouts. This is revealed by carefully compiled national records.

These records also show that the heavier percentage of tire responsibility for the trouble were in faulty or poor condition. In some states, official inspection found more than 50 percent of automobile tires were in either poor or only fair condition. The records, or discovery of tire faults by the inspection experts, while a service for which the motoring public has expressed much appreciation. It is announced that General stations are now featuring the new line of U. S. tires, declared to be the "toughest, safest, most dependable ever built."

## Oh Boy! Some Summerizing!



Stars and near stars of the screen take time off to show their idea of Summerizing, as practiced on the beach. They picked a midday racing car, and, after having some Summerized or properly inspected, started out for a real spin. And, did they get a thrill, with Henry Armetta, popular Italian comedian, at the wheel! Pictured from left to right they are: Judith Barrett, Ann Preston, Henry Armetta, Doris Nolan and Diana Gibson, the girl on the roller skates.

## All States United by Automobile

The automobile, greatest medium of individual transportation yet discovered, has done more than any invention of the last century to change this country from a group of states into one vast country with similar customs and ideas. In the opinion of Marc D. Lee, assistant general manager of General Petroleum Corporation, "It is now that MARE D. LEE we're thinking about Summerizing—which means preparing your car for hot weather driving after a winter of hard use, may we say the development of Mobilization in the interests of improved car operation is today's transportation slogan," says Lee.

"A member of the world-wide Shell-Vacuum Oil company organization, we are proud to state that only four such awards have come to Oregon, indicative of the change in motion picture ownership during the quarter of a century.

Nelson has operated the Isis Theatre for the past 29 years, in partnership with C. W. Hinkle, now of Dallas, for about 15 years, and since that time alone.

## WEST LEADS THE WORLD IN CAR SERVICE

Service stations of the Pacific coast and mountain states are unexcelled in the world. Such is the opinion of C. H. Warriman, executive in charge of retail sales for General Petroleum Corporation. Mr. Warriman says: "We look to these gasoline and oil outlets for many kinds of service, and we get it. The service station manager and attendant, have become useful personages in each community. They cheerfully, smilingly and quickly do many gratifying things that make it easy for the motorist to go where he wills, confident of a safe trip.

"In our organization, schools are conducted to train men in so operating stations that the public will get the kind of service it has a right to expect. We encourage the mobilization of the thousands of men who are giving their spare time to this important task. We encourage the mobilization of the thousands of men who are giving their spare time to this important task. We encourage the mobilization of the thousands of men who are giving their spare time to this important task.

**TIME TO Summerize**

**-your car needs it!**

Winter driving does things to cars—things you may not see and may not realize, but which impair safety and defeat efficient, economical summer driving. It is good judgment to have your car Summerized now, so it can perform at its best through the hot summer months ahead. The 12 Free Services listed are all included in the General Petroleum Summerize Plan. Your nearby Dealer is ready to render these 12 services to you **FREE**, except for cost of products used.

**Mobilgas**  
The Largest Selling Gasoline in America

**Mobiloil**  
The Largest Selling Motor Oil in the World

**FISCHER & MARR**  
Capitol and Market Streets  
Famous Service TOO!

**12 Free SERVICES**

1. DRAIN GASOLINE TANK. To remove the winter's accumulation of water and dirt.
2. CLEAN STRAINERS AND BLOW OUT FUEL LINES. A changed line is sure to cause trouble.
3. DRAIN AND FLUSH RADIATOR. Flush and other foreign matter cause overheating.
4. CLEAN AND SERVICE BATTERY. To remove dirt and corrosion from top of battery and around terminals.
5. TEST AND CLEAN SPARK PLUGS. To remove carbon and lightning tip deposits.
6. TEST AND CLEAN LIGHT BULBS. Safe, clear vision is needed for night driving.
7. CHECK FAN BELT AND OIL FILTER. Overheating is often caused by a slipping fan belt. Dirty oil means motor wear.
8. DRAIN AND FLUSH CRANKCASE. A dirty crankcase makes young cars old and old cars sicker.
9. DRAIN AND FLUSH TRANSMISSION AND DIFFERENTIAL. Clean, fresh lubricant cuts down noise and wear of gears.
10. CLEAN INTERIOR OF CAR. To remove dirt in upholstery, on floor and under seats.
11. CLEAN AND POLISH ALL GLASS. Clear glass looks better and gives safer vision.
12. COMPLETE CHECK OF TIRES. Proper inflation and the removal of nails and other embedded material prevent troublesome tire changes.

**10-MINUTE DEMONSTRATION Proves new SKID CONTROL**

Never before available IN TIRES

Stop in today for your free safety ride on this sensational De-Skidded tire.

Discover for yourself how Royal Master gives you complete, all-direction skid control, under the worst wet weather driving conditions.

Royal Master brings you an entirely new kind of car control... new safety never before available.

Sit in the driver's seat and make this tire prove these facts. Without obligation we will gladly bring a demonstration car to your door.

**U.S. ROYAL Master**

WITH CENTIPEDE GRIP

FOR SALE BY MANY GENERAL PETROLEUM STATIONS AND LEADING DEALERS

**United States Rubber Company**

**Drive Your Car With Confidence!!**

that it has been properly and adequately lubricated, serviced and inspected.

Summerizing Here Means Just That!

Customers tell us we take just as much pains with their cars as though they belonged to us. And, they don't have to watch us!

**We Offer 12 FREE Services**

as listed in General Petroleum Summerize advertisement, when you leave your car here for a

**MOBILUBRICATION**

**MOBILGAS MOBILLOIL**

Your assurance of confidence means more to us than anything else in the world. Give our expert service a trial.

**U. S. Batteries and Tires**

Mobilgas—Largest Selling Gasoline in America

**MONROE S. CHEEK**

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You May Purchase a Neat Wallet of Travelers Cheques at the Salem Branch of The United States National Bank of PORTLAND, OREGON

**P. A. BERNARD MOTORS**  
WOODBURN, OREGON

**CHEVROLET SALES and SERVICE**

General Auto Repairing  
Body and Fender Repairing  
—Painting—

**OPEN ALL DAY AND NIGHT**

Yes, we've got what it takes to keep your car in top running order. Through careful checking and scientific lubrication with Mobil products. Let us SUMMERIZE YOUR CAR. It costs you absolutely nothing

**Mobilgas Gasoline and Motor Oils**

**Bozell-Grimson Motors, Inc.**  
350 N. HIGH ST. SALEM, ORE.

**FISCHER & MARR**  
CAPITOL and MARKET STREETS

OFFER YOU COMPLETE SUMMERIZING of your car now

**Step on 'Er—and GO Places!**

BUT—when your foot rests heavily on the throttle, be sure she's okay—

**WE CHECK EVERYTHING** When We Lubricate Your Car

Yes, we check tires, lights, spark plugs, battery, oil filter, fan belt, windshield wipers—yes—everything visible. Also we drain and flush radiator, crankcase, transmission, differential, and clean strainers, fuel lines, gas tank and car interior. This Summerizing Inspection service COSTS YOU NOTHING EXTRA!

Get this added assurance of safety, comfort and pleasurable driving by pulling in here.

**We Lubricate All Makes of Cars** According to Factory Specifications

**Mobilgas and Mobiloil**  
U. S. Batteries and Tires

PHONE—5854

**FISCHER & MARR**  
Capitol and Market Streets  
World-famous Mobilgas, Mobiloil and Mobilubricants and Specialties