

WINTER PROOF CAR SERVICE LAUNCHED

DRIVERS URGED TO BEWARE OF WORN TIRES

U. S. Sales Chief Says Skid Accidents Can Be Avoided

"Winter ahead, beware of worn tires and slippery pavements." That's the warning issued this week by R. C. Tucker, tire salesmanager for the Pacific Coast Division of U. S. Tire Dealers Mutual Corporation, as he pointed to the greatly increased number of traffic accidents due to skidding that occur during winter months.

"Worn, thin tires are a real safety hazard at any time of the year, but on wet wintry pavements they are doubly dangerous," Mr. Tucker said. "Every motorist should have the tires on his car carefully inspected before entering the winter driving season. Casings that are worn smooth should be replaced immediately and those that are partially worn should be watched closely."

"The Royal Master is especially designed for wet, skiddy streets. Its patented desking process divides the tread into hundreds of sharp-edged blocks which grip the road surface with a centipede-like grip and wipe it dry, thus eliminating both forward and side skids. Actual tests prove that this amazing new safety tread will stop a car in two-thirds the distance required by ordinary anti-skid tires," Mr. Tucker said.

Car Defects Cause Many Wrecks

Apalling revelation of the causes behind many traffic accidents was recently received by Lloyd Bayly, sales promotion manager of General Petroleum Corporation.

"In one year," Bayly says, "7,360 cars were involved in accidents due to punctures or blowouts of worn tires; 8,750 were involved in mishaps due to one or both headlights failing or lights being improperly adjusted; 8,840 came to grief because tail lights were out or obscured; 11,890 were damaged or wrecked because of skidding; 13,690 were in accidents caused by defective brakes; 2,500 met accident due to various failures of equipment. Only 28 per cent of cars examined by inspectors were found to be in good driving condition."

"These facts reveal the main reason for the Winterproof inspection campaign inaugurated by Mobilgas and Mobiloil service stations."

It is pointed out that inspection is essential to reveal the ravages of summer driving, which does things to cars. It is also pointed out that change from summer heat to winter cold imposes entirely different demands on cars, necessitating careful checkup, flushing of radiator, crankcase, gas tank, fuel lines, transmission and differential, and use of lubricants created to meet winter weather conditions.

Proper Tire Inflation Saves Money for Drivers

That proper tire inflation is more important than most motorists suspect was brought to light recently when tire engineers announced that one pound of under-inflation takes 600 miles from the life of a tire. Thus car owners who want to get the utmost economy as well as greater safety and riding comfort are urged to keep a close eye on correct tire inflation.

Among services regularly practiced

Picture Player Delighted With New X-Ray



Wyn Cahoon, Columbia contract player, featured with Fay Wray and Richard Arlen in "Park Avenue Dame," exhibits her delight over "X-Ray" lubrication chart, explained to her by J. A. McClure, manager of General Petroleum service stations throughout the five, western states.

In Mobilgas stations, say local dealers, is the inspection of tires and their inflation to the correct pressure to promote long wear and easy riding, and prevent trouble on the road.

Also it is explained that whenever a car is placed on a Mobillubrication rack for checking and lubricating, the tires are thoroughly examined, all tacks, nails or glass particles removed and any blemishes inspected to make sure they will not lead to blow outs.

Especially during the Winterproof period, and at all times, in fact, this tire examination is regular practice at Mobiloil stations.

Gasoline and oil, like clothing, are changed with the seasons, says a report from Mobilgas refineries. Volatility of gasoline and body of oil must be changed to compensate for radical climatic extremes.

SERVICING CARS EFFICIENTLY IS REAL SCIENCE

Mobil Men Devote Long Time to Training and Experience

"Modern car lubrication is a science. The man who practices it must be a real expert. Because of the technique he employs his work makes for betterments in automobile operation, and reduces cost of maintenance."

With these pat expressions, H. W. Taylor, the lubricant sales manager for General Petroleum, declares that the Winterproofing movement in which all Mobilgas service stations operators are now engaged will prove a boon to motorists desiring to protect their cars from cold weather damage.

Correct inspection and servicing of cars, as featured during this campaign, says Taylor, "comes from specialized experience and careful direction. The marketers of Mobil-oils and lubricants maintain schools where thousands of these men are expertly trained in this work."

VAST VOLUME OF GRIT IS DRAWN THROUGH MOTOR

Abrasive materials—coarse foreign particles—strained from the oil of a motor that has traveled a thousand miles, would make friction strips for 2,300 packets of matches, enough to light several thousand cigarettes.

This is the startling information issued by G. F. Olsen, veteran technician of General Petroleum. He cites it as one of the main reasons for recommending that the crankcase be drained and refilled with fresh, clean, full-bodied oil at least every thousand miles. He states that the dirt and grit-laden air drawn through the oil of a motor while traveling this distance would fill an average 11-room house.

GRIM REAPER HAS MANY HELPERS

"The grim reaper awaits around the corner for many careless drivers, and he finds a number of things happening to cars as the weather gets wet and snappy," says A. L. Knipping, Jr., operation department manager of General Petroleum corporation.

"To prevent losing control of cars and piling up in serious smashes one must make sure such vital parts as steering knuckles, king pin bushings, and steering gears are properly lubricated."

Among the things that often spell injury or death are damaged headlights, action-less brakes, smooth-tread tires, faulty spark plugs, rubber-less windshield wipers and improper lubrication, which results in overheating burning out of bearings and stripping of gears.

"Such conditions are avoided," continues Knipping, "by careful inspection in advance of cold weather, now featured as a freesevice in Mobilgas stations."

India Elephants Not Bred

In India elephants are used for hauling and big game hunting. Despite popular belief, they are not bred. It's cheaper to capture a wild adult, which is easily trained. The African elephant, on the other hand, is untamable. His ivory tusks are his only assets to man.

Should unofficial testing of dairy cattle for Bang's disease be eliminated? This is the question which will be given hearing in Hillsboro, Monday afternoon October 25, in the county courtroom at 1:30 p. m.

The 4-H seed corn program sponsored by the Commercial National Bank of Hillsboro will be featured on the NBC Farm and Home Hour, over KGW Friday, October 22 at twelve o'clock, noon, reports L. E. Francis, assistant county agent.

Joe Berger, leader and Ed Setriker, members of the Hazeldale Corn club will present a 15 minute discussion outlining the origin, growth and activities of the bank's seed corn growing and marketing program.

This program, states Francis has grown to be one of the outstanding 4-H projects in the state and has received considerable recognition. At the present time, there are several counties in Western Oregon that have corn programs similar to the one in Washington county, most of which have been patterned after the local project.

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on Slippery Winter Pavements

● Royal Masters stop quicker. They control side skids. They give safety in slippery weather never before available. Don't risk the hazards of winter roads. Come in today and equip your car with these sensational new safety tires.

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