

Lubricants expert tell why complete lubrication is a necessity now.

Not since car owners were almost universally convinced that it was necessary to have the old, dirty, worn-out oil drained from their crank-cases at regular intervals has an idea been developed which is of more importance than the new educational campaign now being conducted to teach car owners the necessity of having their entire cars completely re-lubricated periodically.

Now-a-days, car owners rarely drive their cars more than 1,000 miles without getting free crankcase service at a garage or service station; but few realize as yet that it is just as important to renew the lubricants in the transmission, differential and chassis bearings also. Although these parts do not require as frequent attention as the motor, the failure of the lubricants in them often causes repairs just as serious and expensive as burned out bearings or scored cylinders.

In a recent interview, Ralph Gilpin, Tide Water lubrication expert, gave this interesting explanation of the new complete lubrication service campaign:

"For years motorists have paid careful attention to the lubrication of their motors. They now realize the economy of using high quality oil; they watch their oil level carefully; and, for the most part, they have the oil drained from their crankcase after a reasonable period of service, knowing that the oil becomes dirty, worn-out and diluted by raw gasoline that seeps past the piston rings.

"But all too often this praise-worthy attention to the protection of their costly motors is made at the expense of the other vital friction spots on their cars that require high quality and periodic lubrication too. They forget that the hard working transmission and differential, and the hard pressed chassis bearings also need protection. Otherwise, deadly heat and tearing, grinding friction attack them. If the lubricants become worn-out, fatigued or channeled, these vital parts wear out quickly. Often they are ruined. The result is breakdowns and repair bills for universal joints, pinion gears, master gears, balls, pins and bolts and overhauling of the entire car.

"The motorist, however, has not been entirely to blame for the apparent indifference toward the lubrication of the other vital parts of his car, in addition to the motor. Even if he has wanted to give his car complete lubrication protection, there has been, until now, no sure, quick and convenient way to do it.

"He drives up to a service station to have his car completely lubricated. Instead of

getting lubricants of one, uniform, high quality, he gets a motor oil of one make, a gear-lubricant of another make, and a chassis-grease of still a third. Instead of driving away with complete, high quality lubrication, he gets an assortment of lubricants, good, bad or indifferent. And the protection these miscellaneous lubricants give his car may be very far from complete.

A National Campaign

"To impress on car owners the necessity of getting complete car lubrication periodically, and to make it easy for them to get correct high quality lubricants for the transmission, differential and chassis of their cars, Tide Water, with the cooperation of its national Veedol dealer organization, is conducting an educational campaign throughout the country during the first week in November. Thousands of dealers now display orange and black Veedol signs telling car owners to get complete lubrication service now and avoid winter troubles. The service is simple, quick and inexpensive. It consists of three steps. First, the worn-out motor oil is drained and the crankcase refilled with fresh, clean, high quality oil. Then, the chassis bearings are thoroughly lubricated. Third, the transmission and differential are cleaned out and refilled with the proper lubricants.

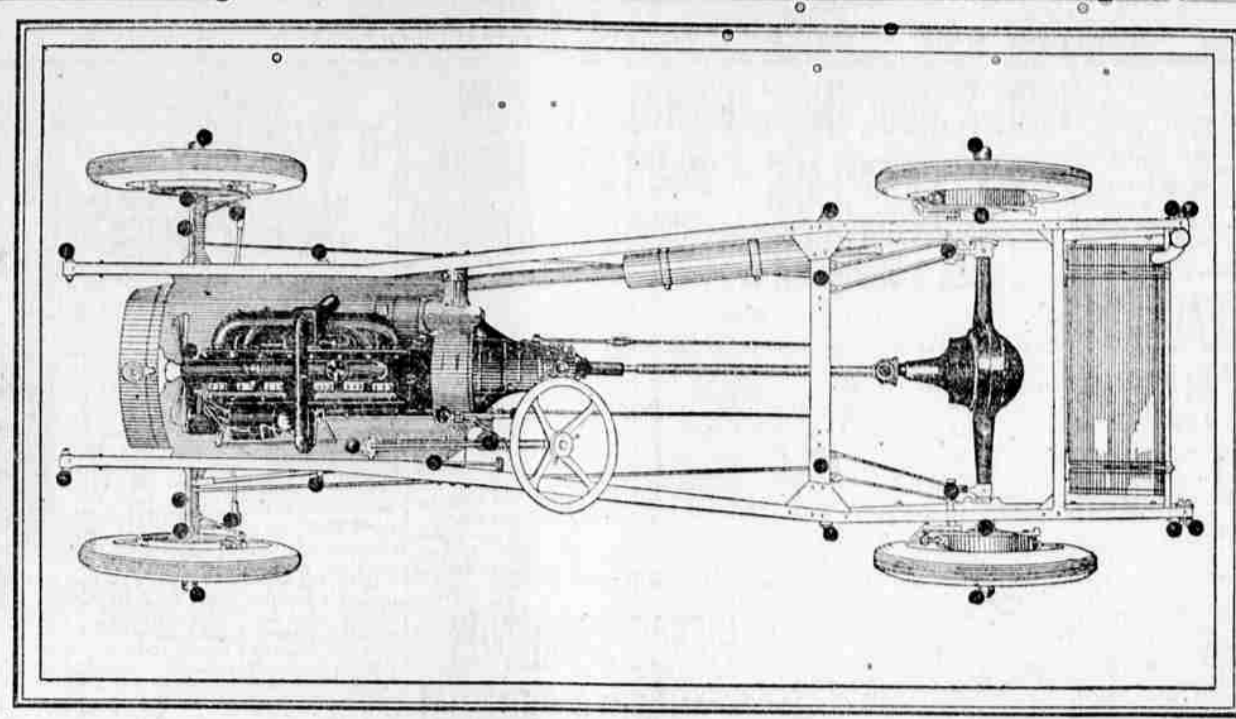
"Already thousands of car owners have been told about this campaign and have had their cars completely lubricated from stem to stern. They find that the small cost is more than offset by the increased protection this service gives in warding off trouble and repair bills, by the smoother, more silent and more efficient operation of their cars, and by the increased second hand value that a mechanically perfect car commands.

Important Now

"Complete car lubrication is especially important now; in fact, it is really a necessity because the lubricants in most cars are worn out from hard use during the summer months. They cannot be expected to give protection against heat and friction during the hard driving months ahead—tough months when the automobile repair business grows fat and the car owner's pocket book lean."

Motorists no longer jack cars up for winter.

There was a time when motorists were in the habit of jacking their cars up for the winter, because they dreaded the discomforts of cold weather riding and regarded winter driving troubles as a necessary evil. Too often winter driving was nothing but a dismal siege of hard-starting, radiator boiling, breakdowns and repair bills, with very little real pleasure in the bargain.



This picture shows that the motor of your car is by no means the only part that needs careful lubrication attention. On the average car, there are seldom less than thirty other vital points that require lubrication. On some cars, the number runs as high as sixty.

Now, with the large number of closed cars in use, combined with improved side curtains on touring models, winter tops and car radiators, winter riding has been deprived of its sting and most motorists use their cars all winter.

But although they find more pleasure in riding, all too often they are victims of mechanical troubles in their cars which make winter operation unpleasant and expensive. The terrific strain that winter driving at low temperatures over rough, snow packed roads puts on a car is the most frequent cause of breakdowns. The vital parts—the motor, transmission, differential and chassis bearings—operate at extra loads and under great handicaps. They deserve the utmost protection that you can give them. Experts have long since proved that correct

lubrication is the most important factor in keeping cars in perfect mechanical condition. In fact, poor lubrication is the direct or indirect cause of 75% of all car repair bills, and, in winter, the danger of poor lubrication is especially great.

It pays the car owners, therefore, to pay particular attention to the lubrication of every part of his car during the cold weather months. It goes without saying that only lubricants of high quality should be used. A few cents difference in the cost of lubricants often makes a difference of hundreds of dollars in repair bills.

The lubrication of the motor is, of course, most important. In addition to the necessity of using high quality oil, the crankcase should be drained and refilled after every 500 miles of operation. The grade of oil used is also important. Many motors,

due to the nature of the lubrication system, require lighter grades of oil in winter than in summer. Otherwise, the oil may congeal and fail to distribute itself to the vital parts until the motor becomes hot. In the meantime, the high polished metal surfaces are unprotected. Often cylinders become scored and even bearings burn out.

Motorists should always take the advice of lubrication experts in choosing the grade of oil for their cars. Most oil companies issue charts, and Tide Water issues a Veedol Motor Protection Guide which gives motorists the scientific recommendations as to the grade of oil they should use. These Guides are distributed to thousands of garages and service stations so that you can easily find out the correct oil for your motor. The lubrication of the other vital parts

of the car must be carefully watched too. In the transmission and differential, poor quality lubricants, or lubricants of improper consistency often harden and cause metal during cold weather. They fail to follow the action, leaving them unprotected. The result is that raw metal grinds on raw metal. Wear progresses rapidly; expensive repairs follow.

Likewise, the chassis bearings need lubrication protection to offset the pounding and strain that rough roads put on them. On the average car, there are at least thirty of these points that require lubrication. Neglect not only destroys silence and smoothness of operation, but also often results in breakdowns and repair bills. The safest way to insure your car against trouble and repair bills this winter is to have it completely re-lubricated now.

Get Complete **VEEDOL** Lubrication *Now!* — avoid winter troubles

Let us completely Veedol-lubricate your car today. **C. E. GATES AUTO CO.**

A new lubrication service that wards off repair bills!

Today—drive to the nearest dealer displaying the Veedol orange and black sign

YOUR car has just finished a long, hard summer campaign. The lubricants in your MOTOR... TRANSMISSION... DIFFERENTIAL... and CHASSIS BEARINGS are worn out. Every day makes harder their job of protecting the vital spots on your car—and there are tough driving months ahead.

That is your cheapest insurance against unnecessary trouble and expense this winter. That is the surest way to get the most from your car while you have it, and the most for it when you sell it.

orange and black Veedol sign is ready for you. The entire job will take but a few minutes. Get complete Veedol lubrication service today.

Tide Water Oil Sales Corporation. Branches or warehouses in all principal cities.

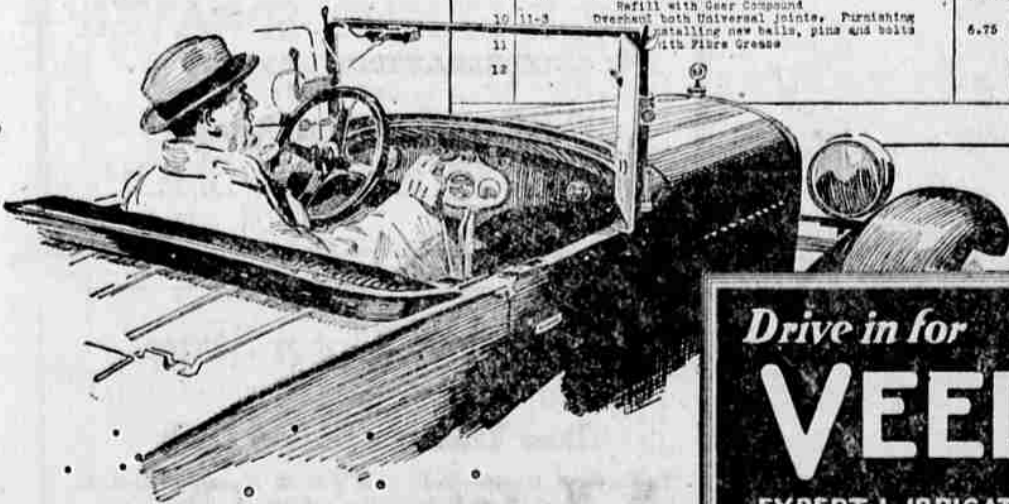
Every dealer displaying the

VAN BRUNT'S GARAGE
459 WEST END AVENUE, NEW YORK CITY

SOLD TO E. W. COVINGTON DATE SEPT 1, 1925

No.	Description	Labor	Material	Total
1	Receiving oil pan	1.50		1.50
2	Rebuilding and installing new piston-assemblies	18.00	22.44	40.44
3	honing out four cylinders	24.00		24.00
4	xt line up all connecting rods	4.00		4.00
5	Grinding valves - removing carbon	10.80	2.05	12.85
6	Re-installing oil pan	2.00	.95	2.95
7	Refill with 5 lbs. Moton Oil	3.00	1.50	4.50
8	Rebuild rear axle assembly	2.00	2.00	4.00
9	Overhaul rear axle - furnish and install 1 piston gear and 1 master gear	17.00	24.00	41.00
10	Install rear axle assembly	6.00		6.00
11	Refill with Gear Compound	1.00	1.00	2.00
12	Overhaul both Universal joints, furnishing and installing new balls, pins and bolts with Fibre Grease	6.75	4.82	11.57
			.30	1.20
				150.73

An actual repair bill for \$150.73—caused by poor lubrication.



Drive in for **VEEDOL** EXPERT LUBRICATION SERVICE Motor—Transmission—Differential—Chassis

The surest way to prevent winter troubles and big repair bills is to stop for complete Veedol lubrication next time you see this sign.



Don't let the snow-man Stop your car!

WINTER is coming. You know it—we know it. But who knows what winter will do to your car—unless you let the Veedol "film of protection" safeguard the hard pressed motor, transmission, differential and chassis bearings?

If you want to avoid winter trouble and big repair bills, have your car completely Veedol-lubricated now. Drive around today and we'll do the entire job in a few minutes.

Medford Service Station
Main and Riverside Phone 14



In Less time than a good cigar

—we'll put your car in shape for the hard driving months ahead—and save you trouble and repair bills this winter.

We'll put Veedol on the job in your motor, transmission, differential and chassis—the "film of protection" will safeguard every friction spot. Your car will laugh at every weather and windy roads.

Drive around today—the job will be done before you finish your cigar.

Highway Service Station
Corner Fourth and Riverside Phone 948



Let Us Do It

with the most up-to-date equipment in Medford. A COMPLETE LINE OF

VEEDOL PRODUCTS

WOLFF, The Tire Man
ARMORY SERVICE STATION
Phone 463
We Call for Your Car.



Cut your repair bills!

WE'RE proud of our repair department—but frankly we'd rather give you Service than send you repair bills. That's why we recommend Veedol—the oil that gives the "film of protection."

You'll save a lot of motor troubles and repair bills this winter if you get complete Veedol lubrication now. The "film of protection" will safeguard every part of your car—motor, transmission, differential and chassis. Drive around today—the entire job will only take a few minutes.

Colonial Garage
WE NEVER CLOSE
Goodrich Tires—Wholesale and Retail



Oil or Repair bills?

Cold weather driving is largely a matter of using good oil or paying big repair bills. And you can buy a whole barrel of the best oil made for the price of a new set of pistons!

By the best oil we mean buy Veedol, the oil that gives the "film of protection." Now's the time to put Veedol on the job, to prevent trouble and repairs this winter.

• Drive around today for Complete Veedol Lubrication—motor, transmission, differential and chassis. The entire job will only take a few minutes.

Drive your car around today for complete Veedol lubrication

Phipps Auto Park Service
THE IDEAL SERVICE STATION

Riverside at Jackson Street Phone 1037-R