

A BIG SUMMERIZING CAMPAIGN WILL

WEST IS BEST IN SERVICE FOR CAR

Service stations of the Pacific coast and mountain states are unequalled in the world. Such is the opinion of C. H. Wartman, executive in charge of retail sales for General Petroleum Corporation. Mr. Wartman 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 gratuitous things that make it easy for the motorist to go where he will, 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 ambition of the thousands of men who are giving their spare time to thus

improve themselves and meet the motorist's expectancy for real service and accurate information.

"Speaking of information, not the least feature of these schools is the education obtained as to the virtues and uses of the many products produced by our engineers and chemists."

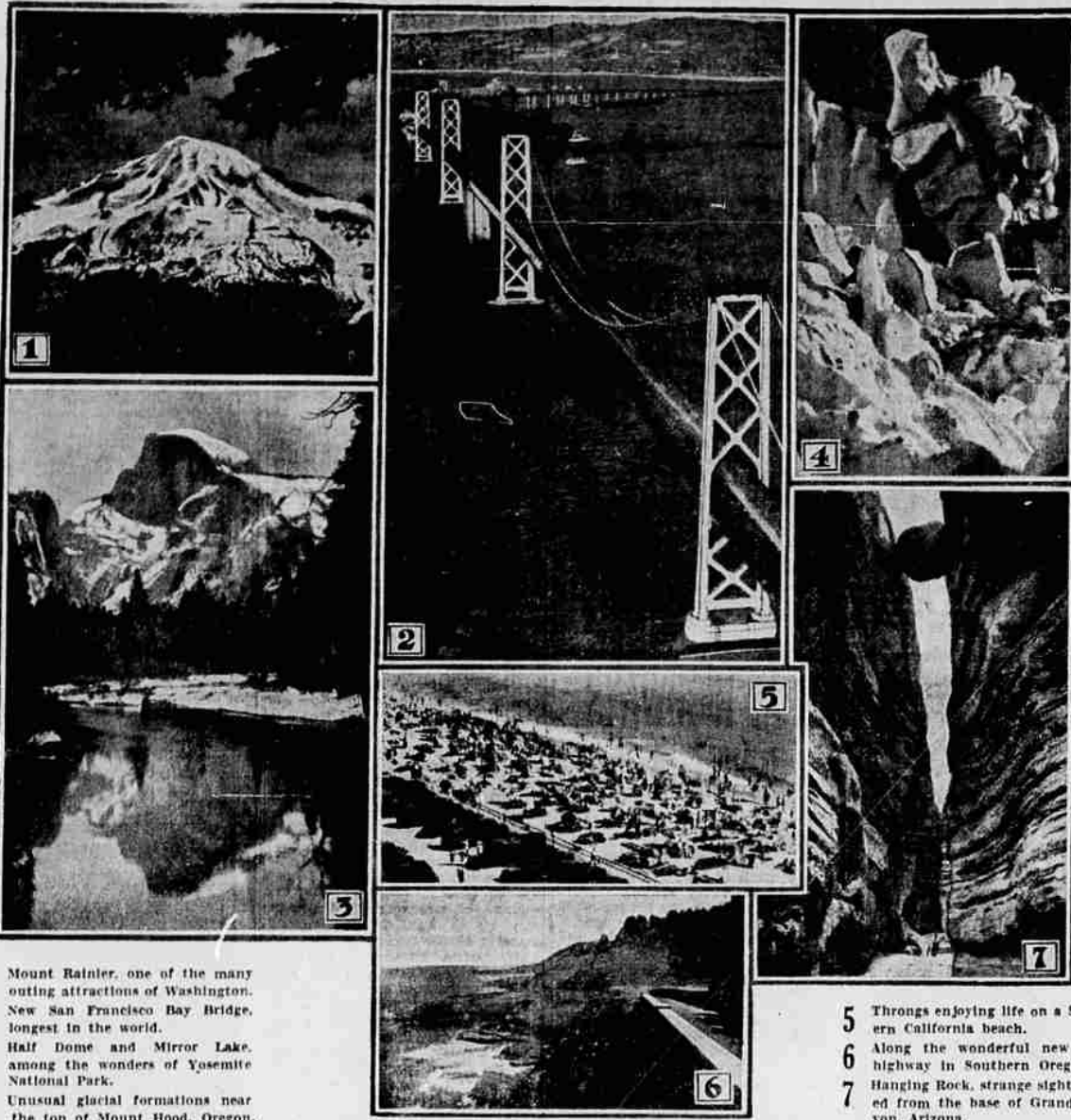
BLAME ACCIDENTS ON AUTO NEGLECT

Badly worn tires, damaged headlights, actionless brakes, rubberless windshield wipers, missing spark-plugs, loose and badly worn parts and other neglected things about cars, cause more than 61,000 of the serious automobile accidents in the nation annually. More than 3,100 persons meet death annually in this group of accidents traceable to faulty equipment.

"This is the strongest reason for inauguration of the inspection campaign at stations where General Petroleum products are marketed," says A. L. Knipping, 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 at-

Senic 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 formations near the top of Mount Hood, Oregon.

- 5 Thongs 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, Arizona.

Greatest Motoring Period Predicted In Coming Year

New Autos, Roads Invite Motorists To Travel Faster

Preparing 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.

ASTOUNDING is the statistical information compiled to prove that in 1937 there will be more motorists, and these motorists will travel faster than ever. For instance, here's some information reaching Albert E. Horn, Jr., the Oregon division general manager of General Petroleum Corporation, who says:

"Approximately one hundred fifty-three million dollars (\$153,000,000) 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, five days a week for 52 weeks.

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

"Number of cars registered in Washington, Oregon, California, Arizona and Nevada is now approaching the three million (3,000,000) mark. Jammed bumper to bumper, they would make a solid line reaching 8,500 miles.

"Sales of gasoline have been increasing constantly, with a gain of more than 12 percent in 1936 over 1935; requests to our automobile clubs from middle westerners and easterners, asking for travel information have been shooting skyward, 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 season 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 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 matchless scenic beauty of the far west and the vast sums spent in highway, motor car, tire and gasoline and oil improvements, plus better tourist accommodations in our many cities and resorts."

HERE IS MEANING OF SUMMERIZING

What Summerizing means is best explained by the following questions and answers, propounded and answered by local General service station operators, who now offer this service:

"Q.—Why should I have my spark plugs tested and cleaned? A.—To save gasoline and make motor perform better.

"Q.—Why should I have my fan belt checked? A.—To prevent possible overheating and trouble on the road.

"Q.—Why should I have my light bulbs tested? A.—To prevent possible accident or arrest.

"Q.—Why should I have my car lubricated now? A.—Light winter lubricants do not stand up in summer weather.

"Q.—Why should I have my transmission and differential drained and refilled? A.—In summer heavier lubricants are necessary to prevent noise and wear on gears.

"Q.—Why should I have my oil filter checked? A.—Dirty oil means motor wear.

"Q.—What will all this service cost? A.—Not a cent, except for materials used."

CHET LEONARD

Super Service

Local Distributor for

U. S. Tires

U. S. Batteries

Fan Belts

Battery Cables

TO INSURE THE SAFETY OF YOUR CAR.

—All Forms of Coverage

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126 East Main Street. Phone 195
Jackson County Building and Loan Bldg.

tenant 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

Clean Oil Protects 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 Mobiloil, "up-

wards of 12,000 cubic feet of dust and abrasive-laden air is drawn through the crankcase. Regular draining and refilling at the end of each thousand-mile period protects the motor from costly wear."

injured in an automobile accident each year."

Goodrich Tires 37 Years Old Show Age

Rubber companies are accustomed to getting requests for adjustments

on tires, but one just received from Brian Stack, 7 Mowbray road, Edgware, Middlesex, by the B. F. Goodrich company brought a laugh from H. M. Baker, Goodrich district manager according to Jack Anstey, budget manager of Lewis Super Service station, local Goodrich dealer. It asked for an adjustment on tires, or

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.

With its HUNDREDS OF ADDITIONAL SHARP-EDGED TREAD UNITS, the De-Skidded U. S. Royal Master has introduced a new degree of safe, positive control over all wet weather skidding hazards. The clean-cut edges bite through slippery road film—eliminate the water away—eliminate the very cause of skidding by giving every inch of the tread a safe, dry-road contact. Only Royal Master has so many hundreds of gripping edges in both directions... only Royal Master gives complete control from both forward and side skids.

Prove New skid control to yourself in this one-minute safety test

LET US SHOW YOU *The new* **U.S. ROYAL Master** WITH CENTIPEDE GRIP

FOR SALE BY MANY GENERAL PETROLEUM STATIONS AND LEADING DEALERS

United States Rubber Company

AUTO SPRAY PAINTING

TO IMPROVE THE APPEARANCE OF YOUR CAR SEE US—

FACTORY Refinishing Methods

and new car quality guaranteed

WE MATCH ANY AUTOMOBILE COLOR

MITGHELL AUTO BEAUTY SHOP

608 S. Riverside. Phone 1061

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HOTEL MANX

New in dress, beautifully finished rooms, with colored tiled baths and showers, located on San Francisco's famous Powell Street opposite Union Square - Restaurant - Coffee Shop - Cocktail Room - Circulating Ice Water.

RATES: \$1.50 - \$2.00 - \$3.00 - \$4.00 SINGLE
\$2.50 - \$3.00 - \$4.00 - \$5.00 DOUBLE

GARAGE SERVICE AT ENTRANCE

POWELL AT O'FARRELL STREET - SAN FRANCISCO

HARVEY M. TOY, MANAGING OWNER

"MEET ME AT THE MANX"

5 Reasons Why

Careful Owners Protect Their Investment With

GENUINE CHEVROLET SERVICE

CHEVROLET-Trained Mechanics
CHEVROLET-Designed Special Tools
CHEVROLET Parts—Genuine
CHEVROLET'S Low Service Prices
CHEVROLET Square-Deal Policies

Chevrolet owners who give thought to the question, realize that it doesn't pay to take chances on service.

Why run the risk of having inexperienced workmen and inferior materials make your car investment less valuable? When you patronize our authorized service department, you are sure that Chevrolet-trained mechanics, with special labor-saving tools and genuine Chevrolet parts will do the job right, and at less cost. Why not start today, and use our FREE monthly inspection? You will find, as do many Chevrolet owners, that it will save you money and insure carefree motoring.

Rogue River Chevrolet

Office and Salesroom Sparta Bldg. Service Dept. 32 N. Riverside Used Car Lot 234 N. Riv. foot of 4th St.