

# TO PREVENT COLD WEATHER DAMAGE

## AVERT DANGER OF WINTER MOTORING BY PROPER OILING

Fall and winter are danger times for automobiles.

This is the declaration of Marc D. Leh, the assistant general sales manager of General Petroleum Corporation, marketers of Mobilgas.

"We refer to this as 'danger time,'" declares Mr. Leh, "because failure to have one's car inspected and failure to change type and thickness of oil and grease may result in burned-out bearings, breakdowns and costly repairs."

"As the weather gets cold, heavy summer oils become stiff and may fail to reach tight bearings or pass through minute oil holes promptly and efficiently. The results are hard starting, unnecessary drain on battery, strain on drive and crank shafts, increased gasoline consumption and possible bearing burn-out."

"Heavy summer gear lubricants, stiff from cold, make gear shifting difficult, add strain to driving parts, cut down gasoline mileage, do not cushion or follow the gears as they should, often causing repair bills."

"There is no better safeguard to the mechanical parts of a car than Mobil lubricants, created for the particular car and for the season of the year."

"It is the job of the many engineers of the company that produces Mobil and Mobil greases to provide correct lubrication for hundreds of thousands of different applications of gears, bearings and cylinders."

"The world wide organization which General Petroleum Corporation is affiliated keeps fully up-to-date on these mechanisms, providing lubricants for each part of every car."



M. D. LEH

## Actresses Prepare for Winter



Dixie Dunbar, popular 20th Century Fox player, learns all about winterproofing and scientific car lubrication at Mobilgas station. At right is June Lang, 20th Century Fox player, often styled "the American Venus," preparing for winter sports.



Alluring June Lang makes ready for winter sports.

## WINTER FROLICS TO LURE CROWDS

Ski jumping, tobogganing, snowshoe touring, hockey playing, snowballing and various other winter sports will soon be in swing in the high mountain areas of Washington, Oregon, California, Arizona and Nevada. In this region, during the past five years, winter sports have become a major activity.

Thousands of motorists will set their courses to the popular camps located near the timber line, there to become enthusiastic, rollicking subjects of old King Winter. Among them will be many motion picture celebrities, including the two young women pictured here, and many of the most prominent men and women of the west.

"Quite logically, before starting on their tours to high altitudes," says a report issued by the marketers of Mobilgas and Mobiloil, "these motorists will have their cars inspected to insure top-notch climbing performance and prevent any mechanical damage under adverse weather conditions."

"The free inspection service, now offered in Mobilgas stations provides opportunity for this check-up."

**Snake Gets A Little Home.**  
PAINESVILLE, O. (UP)—John Gahagan placed on display in the office of the Painesville Telegraph the season's rarest oddity from his garden—a four-headed cabbage.

**Cabbage Four-Headed.**  
PAINESVILLE, O. (UP)—John Gahagan placed on display in the office of the Painesville Telegraph the season's rarest oddity from his garden—a four-headed cabbage.

Use Mail Tribune want ads.

## BRILLIANT X-RAY CHART DISCLOSES INNARDS OF CARS

"The most unique, colorful, accurate and interesting chart ever devised for locating various moving parts of all cars, and determining with unerring accuracy the correct lubricants for each, is now employed by Mobilgas station operators as a guide to follow in practicing the Winterproof inspection plan."

This is the statement of J. A. McClure, in charge of General Petroleum service stations, throughout the entire marketing area of this company. The chart referred to is the new X-Ray Lubrication guide.

"Revealing for the first time, and in a colorful way, the hidden important lubrication points of cars that need watching to insure smooth operation and prevent trouble," says Mr. McClure, "this chart, designed by Mobiloil engineers after long and careful research, puts correct information on every kind and model of car instantly at the finger tips of station manager or assistant."

"What is more important, it enables the motorist to see the 'innards' of his car for himself. Because of this, it has attracted widespread public interest since its recent introduction. The X-Ray chart is a focal point pulling the attention of thousands of motorists visiting Mobilgas and Mobiloil service depots."

"Even women, who as a rule are not mechanically minded, are attracted to this X-Ray guide because of its colorful appearance and the easy way it reveals facts about the cars they drive."

"They like to work the magic finder, a simple slide-rule affair, which enables anyone to quickly find every hidden important mechanical part of every kind of car."

"It is remarkable that all this information could be embraced within the scope of a single sheet of illustrations, names and numbers. But it has been done. In today's cars, there are 21 different cooling fans and water pumps; 19 different steering mechanisms and front wheel suspensions; 16 different clutch releases, brake and clutch pedals; 10 different types of engines, etc. They are all shown."

"This chart is added assurance of expert workmanship."

**Safety Tube Announced**  
A new U. S. Royal Master safety tube, with a laminated 3-ply base which is said to overcome tube failure due to pinching, abrasion, rust and corrosion, is announced by U. S. Tire Dealers Mutual corporation.

Closing time for Too Late to Classify Ads is 1:30 p. m.

## 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 five western states.

## SERVICING MOTOR CARS EFFICIENTLY IS REAL SCIENCE

"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 betterment in automobile operation, and reduces cost of maintenance."

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

"Correct inspection and servicing



H. W. TAYLOR

of cars, as featured during this campaign," says Taylor, "comes from specialized experience and careful direction. The marketers of Mobilgas and Mobiloil maintain schools where thousands of these men are expertly trained in this work."

**Large Volume Grit Drawn Through Car Motor Figures Show**

Abrasive material—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.

**Bathes With Fish**  
CLEVELAND (UP)—Mrs. Dorothy Zidanic's canary invariably takes a bath in a gold fish bowl when it is released from its cage each week. The fish seem little disturbed, according to Mrs. Zidanic.

## Ted Snyder Will Manage General Petroleum Branch

Ted Snyder, for the past few years manager of the Roseburg branch for General Petroleum corporation, has been named manager of the Medford and Ashland areas for the firm, according to an announcement by O. H. Ford, central district manager for General Petroleum.

Snyder has already taken over his new duties and established his home in this city.

"I am sincerely glad to be able to bring Snyder into this area," said Ford. "He is one of the most outstanding young men in our organization and has made many friends



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for us since he has been with us. His record is enviable and I feel sure that his assignment here will be a real asset to us."

Snyder first joined General Petroleum in sales work on Mobilgas and Mobiloil in Albany and his record there brought his rapid promotion to the Roseburg position.

**On Job 47 Years.**  
NORTHFIELD, Minn.—(UP)—Sixty-seven years at the tonorial profession is the record of H. Talford Budd, Northfield, who believes as is the oldest active barber in the country. Nearly 80 years of age, Budd, or "Tal" as he is known to his friends, is at his chair every day.

**Dog Named Dillinger.**  
HOUSTON, Tex.—(UP)—"John Dillinger" is public enemy No. 1 in mountain lions and "soch varmints" in South and West Texas. John, a crossbred Walker and July hound owned by Ira Wood, federal animal hunter, made such a showing the past season that he is going to get a vacation trip in the Carmen mountains of Mexico.

## MOTORISTS

YOU WILL NEED

## Adequate Insurance

—against fire, theft, collision and personal liability. That's where we come in, with sound automobile insurance at moderate rates. Talk with us about comprehensive coverage that will put your mind at ease.



MEDFORD BLDG.

PHONE 444

# TIME TO WINTERPROOF!



## YOUR CAR NEEDS THIS PROTECTION TOO!

The change from hot to cold weather imposes entirely different demands on your car. Failure to recognize this fact and to act accordingly may prove very costly. It is only the part of sensible precaution to have your car winter-proofed—thus discovering and correcting the ravages of hot summer driving—and providing the essentials for cold weather driving—as the maker of your car intended should be done.

### THESE ESSENTIAL WINTER-PROOF SERVICES Given Free by any General Petroleum Dealer (except for needed materials you order)

1. Cooling system checked for scale and leaks. Hose and clamps inspected.
2. Radiator checked and flushed.
3. Radiator checked and replaced if necessary.
4. Old summer lubricant removed from transmission and differential, cases flushed, universal joints checked and the correct winter grade of Mobil Lubricant supplied.
5. Crank case drained and flushed and filled with the correct winter grade of Mobiloil.
6. Oil filter inspected and new cartridge installed if needed.
7. Battery carefully tested, cables inspected, terminals cleaned and distilled water added if necessary.
8. Spark plugs inspected and cleaned and replaced if necessary.
9. Windshield wiper inspected and adjusted or replaced if necessary.
10. Lights inspected, lenses cleaned.
11. Interior vacuum cleaned.
12. Tires inspected and inflated.

Drive into any General Station where you see the sign of the Flying Red Horse, and ask for this winter-proof service



# MOBIL OIL AND MOBIL LUBRICANTS

GENERAL PETROLEUM CORPORATION