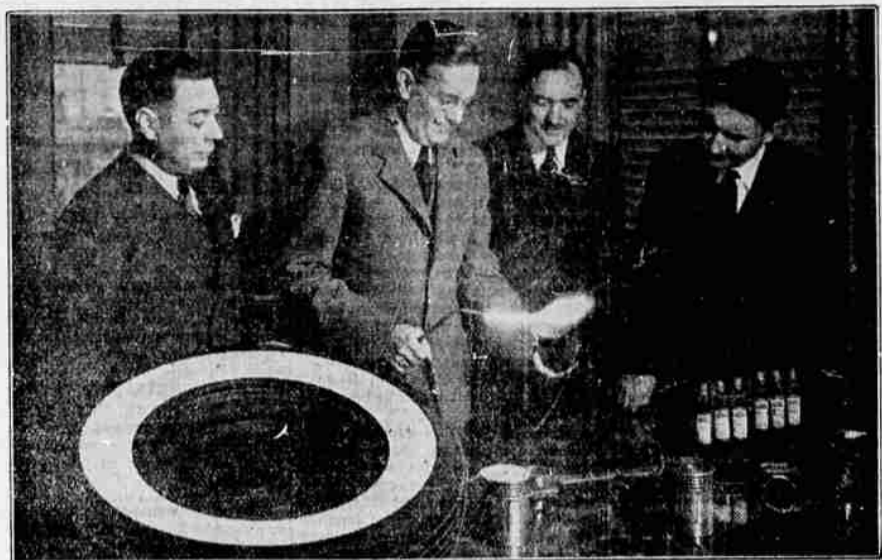


ANNOUNCED BY MOBILGAS DEALERS

High Temperature of Motor Demonstrated at Summerizing Conference.



W. F. Carper (center) manager of the lubricants department of General Petroleum's Oregon division, plays blow torch flame on piston head to demonstrate before summerizing plan committee that the automobile creates heat greater than that of a steel blast furnace, heat that would melt the metal were it not for the cooling and lubricating system. From left to right, the committee comprises: C. F. Orgill, district manager, tires sales, U. S. Tire Dealers Mutual Corporation; Mr. Carper; Albert E. Horn, Jr., Oregon general manager for General Petroleum; Frank C. Meunier, Oregon division sales manager for this Mobilgas and Mobiloil marketing company.

Heat Terrific Enough To Melt Steel Created When You "Step On The Gas"

MIRACLE OF LUBRICATION AT HIGH TEMPERATURE IS EXPLAINED

You are sitting within a few inches of enough heat to melt steel, while driving a car. You may be cool as a cucumber, but you are conveyed through space by a veritable blast furnace. This is the strange fact cited by H. W. Taylor, lubrication department manager for the western marketers of Mobiloil and Mobilgas.

"Steel melts at 3,000 degrees," says Taylor, "but the combined temperatures created by an automobile are 1,800 to 1,600 degrees higher than this."

"You can't get near a steel blast furnace, nor can you look into it without colored glasses. But, so help me, it's true, you can drive a car and keep cool while it is creating the following temperatures: Combustion chambers, 3,500 to 3,800 degrees; crankcase, 200; main and connecting rod bearings, 250 to 300; rear gear housing, 300; transmission, 150.

"The logical question," continued the Mobiloil executive, "is: Why doesn't the car melt? The answer is: The modern miracle of lubrication, plus air and water cooling, plus the fact that the combustion temperatures are only instantaneous, protects all the vital parts and enables you to drive this veritable furnace in both comfort and safety.

"The wonder is that oil and grease can be produced specifically for each part that will continue to lubricate and protect the metal efficiently without breaking down. Such is the achievement of the petroleum industry, working hand in hand with automobile designers to constantly give the public better performing cars.

"However, it's too much to expect that these lubricants will continue while constantly subjected to terrific heat and contamination.

"That's why the wise, economical motorist has the crankcase drained and refilled every 1,000 miles, and

MIRACULOUS IS TORTURE WHICH AUTOS ENDURE

Miracles are performed every day within automobiles.

Startling information on the remarkable achievements of many vital parts of cars has just been issued by Marc D. Leh, general sales manager for the western marketers of Mobilgas and Mobiloil, as reason for Summerizing inspection.

"If you are statistically minded," he says, "it almost takes your breath away to contemplate the marvelous going-on under the hoods and bodies of the cars now so essential to our daily life."

Unbelievable actions

It is explained by the Mobilgas executive that while you have driven your car 5,000 miles (average distance driven from winter to spring) the

following unbelievable actions have taken place:

Twenty-two million, seven hundred fifty thousand revolutions of the fan belt.

Five million revolutions of the speedometer cable.

Forty-five million fuel charges set off by the spark plugs.

Cleaning of 1,666 gallons of lubricants by the oil filter.

Fifteen million revolutions of the crankshaft, rear axle pinion and universals.

Seven and a half million openings and closings of each valve.

Three million, seven hundred fifty thousand revolutions of the rear axle, wheels and tires.

Temperatures climb high

"Added to all this action," says Leh, "are the facts that during this 5,000 miles, temperatures in the combustion chambers have climbed as high as 3,500 degrees; motors have turned as high as 4,000 revolutions

per minute; flame velocities past the exhaust stems reach 110 miles per hour; and valve stems work in temperatures in excess of 700 degrees. One ceases to wonder why crankcases need to be drained, flushed and refilled every 1,000 miles.

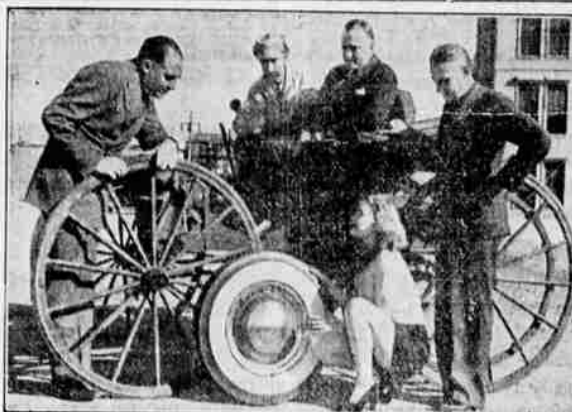
"We see abundant reason for taking advantage of the free inspections offered by Mobilgas stations during the summerizing period. Vital parts that take such punishment as, above cited should be carefully safeguarded with lubricants created specifically for their protection during the warm season ahead."

General Petroleum Stations In The Medford Area

- W. E. Mann, Four Corners
- W. D. Hotchkiss, Talent
- Joe Negels, Talent
- Clyde Buchner, Phoenix
- Hamacker & Brower, Ashland
- Roy Talbot, Ashland
- Hay Coleman, Jacksonville
- Mrs. Alvina Bullen, Medford
- Wilkie Pruitt, Medford
- M. J. Swing, Siskiyou
- Frank Firth, Siskiyou
- Pendleton and Patterson, Central Point
- Ed. Beckelheimer, Union Craak
- John Cadzo, Butte Falls
- Bowles & Butte, Phoenix

Millions Of Tire Turnings Prove Amazing To Actress

Center of interesting group at the right is Virginia Dale, feature player of the Columbia picture, "Start Cheering," who is amazed to learn from E. J. Bassine (left) of U. S. Tire Dealers Mutual Corporation, that the Royal Master tire she holds revolves three million, seven hundred fifty thousand times in 5,000 miles of travel. The solid tire on the old automobile revolves only one-fourth as many times in the same distance.



Virginia Dale of Columbia Pictures Compares Tires

Imports of piano accordions in 1937 totaled 65,499, valued at \$1,769,450, according to the United States department of commerce. In 1936 imports of these instruments totaled 58,890, with a value of \$1,688,331. Of the 1937 imports \$902,944 came from Italy and \$805,805 worth from Germany, Switzerland, France and Norway each sent one accordion.

8000 GALLONS OF AIR TO 1 OF GAS

It takes 8,000 gallons of air to burn one gallon of Mobilgas in the modern car, according to A. H. De Priest, vice-president and director of sales of General Petroleum, who says that in 200 or 300 miles your motor has consumed enough air to fill a large business block. Engineers say that every cubic mile of this air contains one ton (2,000 pounds) of dust and grit.

"In going 1,000 miles," says De Priest, "12,000 cubic feet of grit laden air is drawn through the motor oil. That's why crankcases should be drained each thousand miles."

WINDOW GLASS—We sell window glass and will replace your broken windows reasonably. Frowridge Cabinet works.

Punishment AHEAD

Try this AMAZING SKID CONTROL SAFETY TEST... COME IN TODAY

STOPS QUICKER
When brakes are applied, the "co-skidder" tires cut as they action—hundreds of sharp gripping edges bite through the slippery surface film—enable the flexible tread to take a grip on the pavement.

CONTROLS SIDE SKIDS
When the weight of the car suddenly shifts to the side, in turning corners, passing cars, etc., the sharp lateral edges of the heavy stiffeners rise to the action, instantly bite through the film and gain a direct positive foothold on the road.

LEARN IN ONE MINUTE HOW ROYAL MASTERS STOP 4 TO 223 FEET QUICKER

6 FEET QUICKER	71 FEET QUICKER	46 FEET QUICKER
8 FEET QUICKER	111 FEET QUICKER	223 FEET QUICKER

In only one minute, you can SEE and FEEL how this amazing new De-Skidded tire makes these safe, straight-line stops... controls dangerous side skids on wet, slippery streets.

The New U.S. ROYAL MASTER

Chet Leonard Super Service
LOCAL U. S. TIRE DISTRIBUTOR AND ACCESSORIES

56 NO RIVERSIDE PHONE 1294

In the next 5,000 miles you drive—your crankshaft will turn on it's bearings 15,000,000 times. Lubricants will be subject to as high as 3,300 degrees of heat. The rear tires and axle will revolve 3,750,000 times. Each piston will travel over 116,000,000 feet. 60,000 cubic feet of dust and abrasive laden air will be drawn into the crankcase. Your fan belt will revolve 22,750,000 times—your spark plugs will fire 7,500,000 times. The speedometer cable will revolve 5,000,000 times.

This is only a small part of the punishment your car must take in 5,000 miles of hard summer driving ahead. It is only a small part of the punishment your car has taken in 5,000 miles of winter driving.

It is only good judgment to provide the very best protection against the gruelling punishment of hard summer driving.

This protection is the complete Summer-izing service featured by General Petroleum dealers...

Take your car today to your nearby General dealer and have it checked free from stem to stern. Take advantage of this essential, grief-saving Summer-izing service. Now—today is the time to do it.

GENERAL PETROLEUM CORPORATION

FREE Summer-izing Services

Given by General Petroleum Dealers (except for needed materials you order)

- Cooling system checked for scale and leaks. Hose and clamps inspected.
- Radiator drained and flushed.
- Fan belt checked and replaced if necessary.
- Thin winter lubricant removed from transmission and differential, cases flushed, universals checked and the correct summer grade of Mobil Lubricant supplied.
- Oil filter inspected and new cartridge installed if needed.
- Crankcase drained, flushed and filled with the correct summer grade of Mobiloil.
- Clean and service battery. Check cables and renew if necessary.
- Spark plugs inspected, cleaned and replaced if necessary.
- Lights inspected; lenses cleaned.
- Interior vacuum cleaned.
- Clean and polish all glass.
- Complete check of tires.

Old or new, your car always will perform better with **MOBILGAS MOBILOIL**

LARGEST SELLING GASOLINE IN AMERICA
WORLD'S LARGEST SELLING MOTOR OIL

Summer-ize Now!