

Dealers Launch Winterproof Service

SHADYSIDE, O.—(UP)—This is a tall story. C. S. Pifer grew a sunflower measuring 40 inches in circumference on a stalk 10 feet, 8 inches tall.

Let 'Er Rain, Blow Freeze or Snow!!

The motorist who has had his car

WINTERPROOFED

here knows that it will

Start Quickly

Run Smoothly, and

Keep on Going!

By using our FREE INSPECTION SERVICE, in connection with a regular MOBIL LUBRICATION, you are assured of good, economical cold-weather operation of your automobile.

Visit this spot of expert, friendly auto service.

SWING'S

General Petroleum

East Main and Almond

WEIGHT OF BIG LOCOMOTIVE ON GEARS OF AUTO

Imagine a giant locomotive bearing down on the rear gears of your automobile. Motorists who seldom think of what happens in the inner workings of their cars will be amazed to learn that when they drive, the rear gears are actually subjected to enormous pressure of 71,000 to 100,200 pounds per square inch.

It's just as though each gear tooth were pushing the weight of a locomotive, automotive engineers say.

Another startling, revealed by engineers, is that the pinion gear actually "slides" along the ring gear at speeds varying from 15.7 to 26.75 feet per second.

Actress Warned of Cold Weather



Jane Woodworth of RKO Radio Pictures inquires about emblem on car, and learns from M. G. Leh of General Petroleum and E. J. Bassine of U.S. Tire Dealers Corp., that it's a warning of cold weather ahead.

Jane Woodworth, pucristiduous contract player of RKO-RADIO Pictures, recently observed a strange flag fastened to the door of a car which carried some guests to the studio lot. So, as she came from a set where she had been doing a bathing scene, she inquired what it was all about.

She was informed by Marc D. Leh (left) general sales manager of General Petroleum, and E. J. Bassine (center) of the U. S. Tire Dealers Corporation, that the flag is a warning of cold weather ahead.

"It warns motorists," said Leh, "that now is the time to prepare for cold, wet weather by having their cars Winterproof-inspected."

Representative



Ted Snyder, well known Medford man who is representative for the General Petroleum Corporation in Medford.

AUTOISTS' WORRY IS PREVENTED BY WINTER OIL USE

"When I step on the starter one of these cold mornings will I burn out a bearing or score a cylinder because the congealed oil won't travel through the motor fast enough?"

This is the harrowing thought that haunts many car owners when Winter suddenly clamps down, according to those who have studied reactions of thoughtful motorists. At least that's the way a communication from the engineering staff of General Petroleum puts it.

Such fears may be dispelled, the communication reveals, when the crankcase holds an oil specially created for Winter use. Even at zero, such a lubricant will flow 33 times faster than ordinary oil. It is said, "When starting at zero, a special Winter oil such as our Mobiloil Arctic will travel to vital motor parts in the volume of 10 ounces per minute, but the ordinary oil, not designed for cold weather, flows only three-tenths of an ounce per minute," says Grant Bean, agent here.

"When motor temperature reaches 40 degrees, three quarts of the special Winter oil are in use per minute as compared with only 10 ounces of the ordinary oil. Lubricant must be changed before weather changes to avoid trouble."

Wet Season Brings Hazards



Wet, wintry day. Slippery pavement. Smooth tires. Car skids. Jumps the curb. Knocks down a telephone pole. Two persons go to hospital. Automobile badly damaged. This, in brief, is the story told by the above picture, taken by a newspaper photographer, just after the harrowing mishap. It speaks volumes on the wisdom of taking all necessary precautions especially at this season of the year, to prevent such accidents.

Of the auto accidents in America in one year, 95,269 occurred in rainy weather, say Mobilgas station experts who are urging Winterproof inspection of tires and brakes to prevent skidding.

How many motorists are assured their cars will work easily, and not break down, this winter?

This is the thought that led to creation of Winterproofing. Mobilgas station men declare. Listed in the 12 free Winterproofing inspection services they are now advertising, are the following:

- Cooling system checked for scale and leaks.
- Radiator drained and flushed.
- Pan belt checked to see if replacement is necessary.
- Heavy summer lubricants removed from transmission and differential, cases flushed, and correct winter grade of Mobiloil supplied.
- Crankcase drained, flushed and filled with correct winter grade of Mobiloil.
- Oil filter inspected and new cartridge installed if needed.
- Battery and cables inspected, terminals cleaned.
- Windshield wipers inspected and cleaned.
- Lights inspected and lenses cleaned.
- Tires inspected and inflated.
- Cleaning of all glass and vacuum cleaning of car interior is also included, the dealers say.

K-Ray Interests Many Motorists

There are 7,666 oiling and greasing places on the various cars of today. How can anyone know where they all are, and what lubricants to use? The fear that some lubrication man

Agent



Grant Bean, Medford man who is wholesale Agent for the General Petroleum Corporation in this city.

14000 YEARS OF EXPERIENCE SEEN

There are 14,000 years of lubrication experience behind the Winterproof plan. But the automobile is only 61 years old. The question is, "How come?"

Now comes Ted Snyder, representative of General Petroleum, to explain what seems to have been a puzzle to a good many motorists by declaring that "based on an average of 20 years to a man, the engineering staff which originated Winterproofing actually does represent a combined experience of 14,000 years."

QUICK STARTING IS MADE EASIER

"Will she start quickly and easily?" This is one of the thoughts uppermost in the mind of an automobilist when he approaches his garage on a cold winter day, according to investigations made by service station men.

It's one of the reasons, say local Mobilgas men, for inauguration of Winterproof inspection service.



"Your car will start quickly," they declare, "if proper attention has been given to various inspections, including battery, spark plugs, etc., and the gas tank is well filled with winter Mobilgas."

- COMPLETE WINTER-PROOF SERVICE BY THESE GENERAL PETROLEUM DEALERS**
- W. E. Mann Four Corners
 - Joe Neglas Talent
 - Bill Hotchkiss Talent
 - Clarence Smith Phoenix
 - Mrs. Alvina Bullen S. Riverside Medford
 - John Cadzow Butte Falls
 - Tate's Rogue River Resort—McLeod
 - Ray Coleman Jacksonville

PUT IT UP TO US

To Protect Your Car Against Possible Damage and Expense Caused by Cold, Wet Weather.

Right now, before it's too late, have all danger points properly inspected, oiled and greased with the correct lubricants for Winter use.

We offer the FREE INSPECTIONS listed in the big General Petroleum advertisement. Read it. Then drive in

Pendleton & Patterson

CENTRAL POINT

WILTON WHITE WITH PRUITT AT STATION TO KEEP LEVER FROM BREAKING

Wilton White, who was formerly associated with the General Petroleum company, is now affiliated with White Pruitt in the operation of the General Petroleum station, located at the corner of West Main and Ivy streets, according to an announcement made yesterday.

Both Mr. White and Mr. Pruitt have had a number of years experience in service station operation and are well qualified to serve their many southern Oregon patrons.

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

WARNING! ROAD SLIPPERY WHEN WET

CHANGE NOW!

to **QUICK-STOPPING, NON-SKIDDING...**

U.S. ROYAL MASTER

Don't you take any chances on wet, skiddy pavements. Get ready for winter NOW. Equip your car with America's sensational new Safety tires—the new U. S. Royal Masters. Their patented Centipede Grip will stop your car from 4 to 220 feet quicker—control skids—give you protection unheard of in old-style tires. Ask your dealer for a demonstration. Let him show why the U. S. Royal Master is the safest tire on any kind of road.

WINTERPROOF NOW—CHANGE TO U. S. ROYAL MASTERS

SOLD BY

General Petroleum Stations and Leading Dealers

How's your Battery?

A little tired? Recharge it with a genuine **General** Battery. Giant plates—Triple-Sealed—Ready to go.

Better One Week Early Than One Day Late

Approaching cold weather means your automobile should be inspected and lubricated with the correct oils and greases, at once!

PLAY SAFE

Take no chances. Ask about our many **FREE INSPECTIONS** with every lubrication job.

FREE

12-Point Winter-Proof Service

KNIGHT & BEALL

General Petroleum Station

4th and North Riverside Ave.

WHY WORRY?

You'll have little to worry about regarding the safe, satisfactory operation of your car this Winter, if you use our Winterproofing service, including

FREE INSPECTION

of tires, lights, battery, radiator, fan belt, motor oil, transmission and differential lubricant, spark plugs, etc.

DO IT NOW!

before it gets too cold. In a few days it may be too late.

FREE 12 Point WINTER-PROOF SERVICE

Look for the sign of the Flying Red Horse.

KENGLA & LIGGETT

General Petroleum Station

9th and South Riverside