

To Avert Cold Weather Car Damage

Local Mobilgas Stations In Move To Aid Motorists Play Safe Against Winter



Lorraine Krueger, star of RKO Radio Pictures, is amazed at punishment endured by Winter Mobiloil, when she inspects this interesting exhibit.

Picture Star Learns That Winter Motor Oil Flows Either at Freezing or Boiling

Few persons realize that winter motor oil must stand up at either freezing or boiling, and lubricate efficiently under both temperature extremes. The thermometer may be at freezing, or even below zero, when the car is started. Within 20 minutes of driving the radiator may be boiling. It is important to use an oil that will endure both kinds of punishment, experts say.

Learning to her amazement that specially-created winter oil will do its work perfectly either at freezing or boiling, Miss Lorraine Krueger, star of RKO-Radio Pictures, who plays the lead opposite Joe Penner in "Tom From the City," recently saw an in-

teresting exhibit. The exhibit showed oil flowing from a Pipruf bottle of Mobiloil Arctic which had been frozen in a cake of ice. Alonside was another bottle of the lubricant immersed in boiling water. The demonstration was used by H. W. Taylor, lubricants department manager of General Petroleum, to prove this winter oil will flow freely, and lubricate effectively, despite severe temperature extremes. "Perfection of this oil, rightfully called Arctic," said Taylor, "is a real achievement of Mobiloil engineers. It enables car owners to play safe against fast wear of vital motor parts."

Storm warning flares are displayed in windows around town this week. They have been posted to warn a great army of car-throttle pushers that cold weather is in the offing. Proposing to protect autoists from breakdowns, bearing and gear failures, tire punctures and blowouts, battery and light failures, cooling system and spark plug difficulties and other mishaps that may result from a change to lower temperature, operators of local Mobilgas stations are making a dramatic introduction to this Winterproof campaign.

Offering free inspections of 12 vital car parts, in avoidance of seasonal mishaps, the Mobilgas men explain that Winterproofing is merely the proper safeguarding of cars against the ravages of cold, wet weather, and the resultant expense and discomfort.

"Inspection of automobiles and changing weights of oils and greases as cold weather approaches, declares Ted Snyder, representative for General Petroleum, "is just as essential to the health and performance of an automobile as changing of garments is to the health and comfort of the man behind the wheel.

"It's a wise and essential precaution to drain out all the Summer's accumulation of grit and grime and take a fresh start with pure, clean products specially created for maintaining efficiency during the Winter weather.

"To start quickly, shift gears easily, avoid radiator and battery troubles, prevent blowouts, and get full power, pickup, and ped from one's automobile—to really enjoy Winter driving and play safe against breakdowns and delays. These are the reasons why this Winterproof service is offered to the motoring public."

Increasing Tire Life

The mileage in a tire depends to a large extent on proper inflation, according to U. S. Tire engineers. When pressure falls below the specified level, there is too much flexing of sidewalls, uneven tread wear, harder steering and excessive gasoline consumption.

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SMOOTH TIRES TAKE BIG TOLL DURING WINTER

"Accidents will happen! And they happen thick and fast to motorists with worn, smooth tires on wet skid-pavements," officials say. "Slidding and inability to stop quickly cause far and away the greatest number of motor accidents in winter months, they pointed out. That's why U. S. tire engineers worked so long and so hard to perfect the revolutionary new Centipede-Grip tread design used exclusively

on the U. S. Royal Master tire. This patented new safety tread eliminates forward and side skids and brings a car to a straight line stop as much as 200 feet quicker than ordinary tires.

"The trouble with most of us," the officials continued, "is that we wait until an accident happens before we realize that our tires are dangerously smooth. How much better to have a complete Winterproofing checkup such as is now offered by General Petroleum stations and be prepared in advance for Winter driving conditions."

Winter is just as much a vacation time as summer in these days of automobile improvements and advancements. Now motorists travel as far as they like, whenever they wish, in any kind of weather. Hence, cold-weather motoring is on the increase. Such is the opinion expressed by those who are making a study of motorists' habits.

MANY WILL ENJOY WINTER'S SPORTS

In these days of motorized existence, when practically everyone owns or drives a car, snow sports are gaining in popularity. This city, and every other city of the west, has its favorite snow and ice fields. In the high mountain areas not far away.

Perfection of the modern automobile, building and keeping open good mountain highways and creation of auto oils and greases that work efficiently at low temperatures are reasons for the gaining snow-sport popularity, says a statement from division sales manager for General Petroleum.

8 MILLION FAIL TO START CARS

"I can't get my car started." More than eight million times this winter will this plaintive plea for help be repeated to service station attendants by frantic motorists according to figures recently revealed by U. S. battery experts.

Battery failure is the chief cause of non-starting cars during the winter months, they added, urging motorists to "have their batteries inspected and, if necessary, replaced before the start of the cold season. Checking of batteries and cables and cleaning of terminals is part of the free Winterproof service now offered by Mobilgas stations.

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 Club Breakfasts
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EAGLE CAFE
 300 N. Riverside



WINTER WEATHER AHEAD!

Free 12 Point WINTER-PROOF Service

- 1. NO CHARGE EXCEPT FOR NEEDED MATERIALS YOU ORDER!
- 2. Cooling system checked for scale and leaks. Hose and clamps inspected.
- 3. Radiator drained and flushed.
- 4. Fan belt checked and replaced if necessary.
- 5. Old Summer lubricant removed from transmission and differential, cases thoroughly flushed, universal carefully checked and correct winter grade of Mobil Lubricant supplied.
- 6. Crank case drained and flushed and filled with the correct winter grade of Mobiloil.
- 7. Oil filter inspected and new cartridge installed if needed.
- 8. Battery tested, cables inspected, terminals cleaned and distilled water added if necessary.
- 9. Spark plugs inspected and cleaned and replaced if necessary.
- 10. Windshield wiper inspected and adjusted or replaced if necessary.
- 11. Lights inspected, lenses cleaned.
- 12. Interior vacuum cleaned.
- 13. Tires inspected and inflated.

The heat, grime and dust of hard Summer driving have done things to your car...and now comes Winter, with its low temperatures and severe weather conditions that impose new and even more serious demands.

Your safety—the proper operation of your car—and protection of the investment you have in it—necessitate that it be in proper condition to withstand the hardships of Winter driving.

The change from Summer grades to correct Winter grades of fuel and lubricants is important—but that alone isn't enough. General's 12-Point Winter-proof Service includes critical inspection of the vital points of wear. This is a precautionary measure of which every motorist should take advantage. And it's entirely free—except, of course, for needed materials you order.

Why not have your car Winter-proofed now? Remember—it's better to be safe than sorry. Drive in today where you see the Flying Red Horse.

REAR END GEARS CAUSE PROBLEM

A new problem looms big for motorists today whenever a hypoid rear-end gear is lubricated. More than 70 percent of the new cars are equipped with this type gear, which requires that lubrication must be "handed with kid gloves" so to speak. Mistakes would be costly.

"Because of the extremely heavy pressures exerted on hypoid gears," declare engineers of General Petroleum, "the lubricants for them must be specially compounded to insure adequate cushioning and save the gears from undue wear or breakage. The important point is that different kinds of hypoid gear lubricants cannot be mixed with safety. Mixing will bring about chemical reaction, causing the greases to turn to taffy. Then they cease to function. Having

had one brand of grease installed, do not allow an operator to mix it with another."

FLOWERS MATTRESS and UPHOLSTERY Shop

WE ARE NOW IN OUR NEW LOCATION

407 East 4th at Riverside

Where we are now better equipped than ever to take care of your Mattress and Upholstering problems.

DALE R. FLOWERS, Owner.

Danger Time Is Here

Danger to battery, tires, bearings, radiator, gears and many vital parts of your car is created when the weather suddenly changes.

FREE 12 POINT WINTER-PROOF SERVICE

Be prepared for Old Man Winter. Prepare ahead of time. Then you'll have nothing to worry about. With our complete FREE INSPECTIONS, in connection with Winter-proofing are your protection against car damage and unnecessary expense. Drive in.

Wilsie Pruitt & Wilton White
 General Petroleum Station
 Corner Main and Ivy Phone 325

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WITH **MOBILGAS & MOBILLOIL**
 GENERAL PETROLEUM CORPORATION