

WAR DECLARED AGAINST CAR GREMLINS

Plot War on Car Gremlins



Commanding Officer Elbert W. Stiles calls a headquarters staff meeting to plot war on car gremlins. Stiles, General Petroleum wholesale agent, is shown at left. Next, to the right, is E. A. (Nick) Nicholson, operator of the Beacon Service on East Main; Jack Elie of the Mobil Service at Sixth and Walnut; Fred Savage of Fred's Mobil Service at Eleventh and Klamath; and H. B. Dexter, tank truck salesman for General Petroleum.

Summer-proof Experts Start Move to Defeat Auto Trouble Makers

War was declared this week on those mythical imps who damage automobiles.

To repel an invasion which threatens the car of every thoughtless or forgetful motorist, Mobil men of this area have "taken up arms," as it were, against an army of imaginary mischief-makers called the Gremlins. These Gremlins constitute the enemy of the Summer-proof campaign.

Gremlin machinery-wreckers have been dubbed the first legendary character of the world war. History says they were "discovered" and given a name by an RAF flyer known as Gus. When compelled to make a forced landing, Gus laid all his mechanical troubles directly at the door of these imaginary little goblins bent on gumming up and grinding up the works.

Since that time, other flyers everywhere, and now motorists, have taken up the battle against the Gremlins. Magazines have published long stories about them, cartoonists have pictured them, writers have written verses about them.

noying car squeaks, Rusty delights in ruining radiators and motor cooling systems by creating rust and scale, Flatty is an expert at the job of making tires go flat. Wastey drinks up and wastes gasoline, Sparky specializes in wrecking spark plugs, Dusty concentrates in clogging air and oil filters with dust and grime, Scratchy scratches everything in sight. They all take orders from the commander in chief, named Major Trouble.

Fly in Gremlin Ointment
"But here's the big fly in the Gremlins' ointment. Legend has it that once a motorist drives into a Mobil station for Summer-proof service, Major Trouble calls his mischief makers off the job.

"That's why our Mobil men are again featuring oil change, gear lubricant change and lubrication as the 'three musts' of the Summer-proof car-protection program. Many other essential things, such as radiator, tire and battery inspections and services, may be in-

cluded, dependent on the condition of the cars.

Real War-Time Service
"Yes, Mobil experts are well equipped and ready to defeat the Gremlins. And they'll do it. In working as sentinels, on guard against these naughty Goblins, the service station op-

erators are rendering a real war-time service, a service to protect and prolong the life of essential motor transportation. To defeat the Gremlins, with the skilled assistance of our dealers, means to care for your car for your country."

Summer-Proof Your Car

at this Special Price



\$4.75

Plus Oil and Grease Used

Jack Elie's Mobil Service

CORNER 8TH AND WALNUT

Repair Men, Motor Parts Are Scarcer

Lack of sufficient skilled mechanics is one of the serious war time conditions which stands as a threat to the continued operation of many automobiles.

This is the substance of a statement just made by D. C. Brees, district manager for the marketers of Mobil petroleum and automotive products.

"Lack of skilled mechanics is really very serious," said the district manager. "In one metropolitan area of the Pacific coast 1200 mechanics were working on automobiles a year ago. Now, only about 500 of them are still available for car repair work. This number is fast diminishing as more mechanics are recalled into war production, or into service with our fighting forces.

Motorists Don't Need Warning

"Most motorists are wise nowadays to the fine art of protecting their cars so they can keep on driving," declared Fred Savage of Fred's Mobilgas station. "Hence, they don't need to be warned about things that may go wrong and cause them to become pedestrians instead of drivers. However, many are for-

getful. That's one reason why we have Summer-proofing periods—just as reminders that it's time to change motor lubricants in crankcase, transmission and differential, clean radiators, spark plugs, air and oil filters, pack wheel bearings and give thorough lubrication. Also, that's why we picture the mythical Gremlin parts destroyers. Yes, it's only to remind motorists of what may happen if they put things off too long. A word to the wise is sufficient."

We Know How To Exterminate Gremlins!

LET US Summer Proof YOUR CAR

- SUMMER PROOF SPECIAL
- Chassis Lubrication
- Repack Front Wheel Bearings
- Flush and Refill Crankcase with MOBIL OIL
- Drain, Flush and Refill Transmission and Differential
- Inspect Tires
- Clean All Glass
- Check Battery
- Clean Inside of Car

ALL FOR \$3.50 ONLY (Oil and Grease Extra)

FRED'S MOBIL SERVICE

11th and Klamath



Look Out! for the Tire Gremlins



Look out for Flatty Gremlin — He's a menace to your tires. To wear 'em out before their time This little imp conspires. He chuckles at your negligence Because he knows the consequence. So guard your tires from needless wear By giving them the proper care. Essential to your tire protection Is frequent, regular inspection.

THE NAME "U.S." ON A TIRE...

means more to-day than ever

A Ration Board Certificate permitting the purchase of new tires, issued according to OPA regulations, does not stipulate the make of tires you may buy. That decision is your privilege.

So with an OPA tire rationing certificate you can get U. S. quality and the U. S. assurance of low cost mileage.

AT MOBILGAS STATIONS AND OTHER LEADING DEALERS



United States Rubber Company

Let your Mobilgas Dealer SUMMER-PROOF your car against GREMLINS



Sludgy Gremlin—that's his name. For many car ills he's to blame. He makes that sludgy, sticky gum That puts your engine on the bum. Down in your crankcase, out of sight He works with fiendish, keen delight. He creates carbon—hurts compression— To gum the works is his obsession. But if his mischief you would foil, Get Summer grade fresh Mobiloil. Adopt the Summer-proofing Plan— Consult your nearest Mobil Man.

Grindy Gremlin laughs with glee As he attacks your "T & D." The "T" stands for your car Transmission. He aims to ruin its condition. The "D" is for your Differential, Where perfect mesh is so essential. He knows that gears that are neglected Cause trouble that is not expected. But why disturb yourself with fears? When "Summer-proofing" guards your gears

Here's Squeaky Squeak, the Gremlin bird, Whose music you perhaps have heard. He puts canaries in your springs, And does a lot of nasty things. He promotes friction, speeds up wear By advocating lack of care. But Charted Mobilubrication Gives Squeaky Gremlin consternation. So why not give your car protection— It's time for Summer-proof inspection.

Listen to Raymond Gram Sing over your Blue Network station every Monday, Tuesday, Wednesday, Thursday, 7 P. M., PWT.

These 3 "MUSTS" for Protection are Due NOW

1. Drain, flush and change oil. Drain out old oil. Clean crankcase thoroughly before filling with the correct grade of Mobiloil for summer driving.
2. Mobilubrication with X-Ray Chart. The X-Ray chart shows correct lubricant for each point, enables your Mobil Man to lubricate your car expertly.
3. Transmission and Differential Service. Winter lubricants should be replaced now with clean, fresh Mobilubricants of correct grades for summer.



MOBIL OIL - MOBILGAS

SOCONY-VACUUM