

IZING OPENS TOURING SEASON

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Dealers in Move to Aid Car Owners

Offer Inspection Service In
Preparation for New
Season

Now that Spring is here, the automobile must be carefully prepared for hot weather driving after a winter of hard usage.

This process is essential to safety. It is essential to prevent trouble, to prevent burned-out bearings, over-heating, loss of power, blowing out of tires, battery failure and unnecessary and expensive wear.

Announcing a big Summerizing movement for the aid of car owners, local officials of General Petroleum Corporation and service stations featuring this company's Mobil products advise that thin winter oil and grease must be replaced with heavier lubricants to guard against undue friction and mechanical difficulties.

It is explained, however, that the Summerizing movement embraces more than just changing oil and grease. During this campaign the stations and dealers are offering a free inspection service that includes:

Draping of gasoline tank to remove the winter's accumulation of road dirt; cleaning of strainers and blowing out of fuel lines to make sure gasoline will flow freely; draining and flushing of radiator, crank case, transmission and differential; cleaning and servicing of battery; testing and cleaning spark plugs and light bulbs; complete checking of tires; checking the fan belt and oil filter; cleaning of interior of car and polishing of all glass.

To have these things done now, while the Summerizing campaign is on, declare General officials, means to save regrets later. It means more pleasure in driving and true economy and safety in the long run.

WEST LEADS THE WORLD IN CAR SERVICE

Service stations of the Pacific Coast and mountain states are unexcelled in the world. Such is the opinion of C. H. Wartman, executive in charge of retail sales for General Petroleum Corporation. Mr. Wartman says:

"We look to these gasoline and oil outlets for many kinds of service, and we get it. The service station manager and attendant have become useful personages in each community. They cheerfully, smilingly and quickly do many gratuitous things that make it easy for the motorist to go where he wills, confident of a safe trip.

"In our organization, schools are conducted to train men in so operating stations that the public will get the kind of service it has a right to expect. We encourage the ambition of the thousands of men who are giving their spare time to thus improve themselves and meet the motorist's expectancy for real service and accurate information.

"Speaking of information, not the least feature of these schools is the education obtained as to the virtues and uses of the many products produced by our engineers and chemists."

You Insure the Safety of Your Car

... through having it "Summerized" by a dealer in General Petroleum's famous Mobil products.

YOU INSURE YOURSELF AGAINST LOSS

... from fire, theft, collision, liability, etc., by having us write the policy, backed by a strong, reputable company.

Howard G. Locke

1405 MARCELINA
Phone 135-M

GETTING ALL SET FOR SUMMER



Pictured above are three slants of the Summerizing idea. First, at top, is car on lubrication hoist in a General Petroleum station. At left, June Lang, Twentieth Century-Fox player, seated behind her trailer, all set for fishing. At right, family packs up the car for a spin in the great out-of-doors.

Tire Check-up Is G. P. Service

Removal of nails and glass from the treads or discovery of tire faults by the inspection experts, while a car is one a Mobilubrication rack, is a service for which the motoring public has expressed much appreciation. It is announced that General stations are now featuring the new line of U. S. tires, declared to be the "toughest, safest, most dependable ever built."



You Can't Pay
FOR
"Summerizing"
IT'S FREE!

Drive your car this Summer with the knowledge that it has not only been properly lubricated but "SUMMERIZED" as well. Which means that your car has received a THOROUGH inspection from headlights to tail light and is READY FOR THE ROAD!! As advertised in the General Petroleum ad on this page you get...

12
Free
Services

Watch Our Busy
Lubrication Rack
There a Reason!

FRED HARDER'S
Independently Operated

**General
Petroleum
Station**
Sartori & Post
Phone 766

Tire Trouble Is Double in Hot Weather

Worn Casings Are Called
Vacation Robber

"Vacation Robber No. 1." That's the dubious honor accorded old, worn tires as the result of a survey recently conducted by the U. S. Tire dealers in which tire troubles are reported by months and in which it is shown that blowouts and punctures actually double in summer months.

Tire failure hits its peak in August, according to findings, but June and July are not far behind. September also proves rather troublesome to thin casings.

While the amount of driving naturally increases in Summer it does not increase nearly as fast as the amount of tire trouble, thus proving that hot weather is largely responsible for the multiplying tire failures.

This analysis of heat and its relation to tire performance was recently made in testing the new U. S. Royal Master—a tire made of triple-tempered rubber which is referred to in the report as running exceptionally cool under all weather conditions.

Accordingly, to insure trouble-free travel in the Summer months, the motorist is urged to

Oh Boy! Some Summerizing!



Stars and near stars of the screen take time off to show their idea of Summerizing, as practiced on the beach. They picked a midget racing car, and, after having same Summerized or properly inspected, started out for a real spin. And, did they get a thrill, with Henry Armetta, popular Italian comedian, at the wheel! Pictured from left to right they are: Judith Barrett, Ann Preston, Henry Armetta, Doris Nolan and Diana Gibson, the girl on the roller skates.

replace his old, worn tires with new ones, for regardless of temperature new tires are dependable, particularly if they are U. S. Royal Masters.

CLEAN OIL SAVES

Long life and economical operation of a car is assured by changing the motor oil each thousand miles.

AUTO ENERGY
Greater than the energy output of 15 Niagara Falls is the horsepower generated by autos.

Your Nearest General Petroleum Dealer

DE LAPE, L. E., 24636 Narbonne Ave., Lomita.

FORBES, EARL, Pontiac Dealer, 1528 Cravens, Torrance.

HARDER, FRED, Sartori & Post, Torrance.

HEIN, ED, Cabrillo & Border, Torrance.

LINDERMAN, HARRY, 1918 Redondo-Wilmington Blvd., Lomita.

SMITH, CECIL W., 2172 Torrance Blvd., Torrance.

THOMPSON, ED., Chevrolet Dealer, 1600 Cabrillo, Torrance.

WATSON & SELBY, El Prado & Carson, Torrance.

WISH AND WARNING

Advertisers on this page wish you "Happy Motoring!" But it's up to you to be careful.

DON'T MISS IT!

Get your tickets for Richard Halliburton's personal appearance here, May 3, at The Herald.

Step On 'er ... and GO PLACES! ...

BUT... when your foot rests heavily on the throttle, be sure she's okay... with the correct oil and grease for Summer Use, and no part so clogged or worn as to bring you to grief.

We Check Everything!

WHEN WE LUBRICATE YOUR CAR...

This Summerizing inspection service COSTS YOU NOTHING EXTRA!... Get this added assurance of safety, comfort and pleasurable driving by pulling in here.

L. E. DeLape
INDEPENDENTLY OPERATED

GENERAL PETROLEUM STATION

24536 NARBONNE AVENUE LOMITA
A Member of the Local Union of Gas Station Attendants.

To Many Good Dealers

Who Understand the Meaning of "Service"—We express our appreciation for a splendid job of marketing General Petroleum's famous Mobil products.

To the Motoring Public

We express appreciation for the big volume of business given to these top-notch retailers.

Let Us Advise

That courting a complete inspection job right now at the beginning of the Summer season is just about the wisest move any motorist can make. Such a move means safe driving and pleasurable driving. So we say:

SUMMERIZE!

To have your car Summerized (completely inspected) costs you nothing extra when you drive into any service station featuring Mobilgrease and Mobiloil, and ask to have it lubricated. Such a service spells safe, care-free Summer driving. Just try it. The quality and amount of extra service rendered by these dealers will surprise you.

William C. Campbell
GENERAL PETROLEUM WHOLESALE AGENT

Hawthorne & Dominguez Boulevards
Phone Redondo 2033

Mobilgas—Largest Selling Gasoline in America
Mobiloil—Largest Selling Motor Oil in the World
Mobilgrease—Famous for Grade, and a Grade for Every Purpose

TIME TO Summerize

-your car
needs it!

12 Free SERVICES

1. DRAIN GASOLINE TANK. To remove the winter's accumulation of water and dirt.
2. CLEAN STRAINERS AND BLOW OUT FUEL LINES. A clogged line is sure to cause trouble.
3. DRAIN AND FLUSH RADIATOR. Rust and other foreign matter cause overheating.
4. CLEAN AND SERVICE BATTERY. To remove dirt and corrosion from top of battery and around terminals.
5. TEST AND CLEAN SPARK PLUGS. To remove carbon and brighten up gap points.
6. TEST AND CLEAN LIGHT BULBS. Safe, clear vision is needed for night driving.
7. CHECK FAN BELT AND OIL FILTER. Overheating is often caused by a slipping fan belt. Dirty oil means motor wear.
8. DRAIN AND FLUSH CRANKCASE. A dirty crankcase makes young cars old and old cars older.
9. DRAIN AND FLUSH TRANSMISSION AND DIFFERENTIAL. Clean, fresh lubricant cuts down noise and wear of gears.
10. CLEAN INTERIOR OF CAR. To remove dirt in upholstery, on floor and under seats.
11. CLEAN AND POLISH ALL GLASS. Clear glass looks better and gives safer vision.
12. COMPLETE CHECK OF TIRES. Proper inflation and the removal of nails and other embedded material prevent troublesome tire changes.

Mobilgas
The Largest Selling Gasoline in America

Mobiloil
The Largest Selling Motor Oil in the World

GENERAL PETROLEUM CORPORATION