SOCIETY


Why pay tribute to a superstition?
ZEROLENELUBRICATED CARS WIN SIX OUT OF SEvEN YOSEMITE ECONOMY RUN TROPHIES

Does Zerolene "stand up"? The drivers of the four cars that won six
of the seven trophies in the 1924 Los Angeles-Camp Curry (Yosemite) Economy Run say so Of the five Zerolene-lubricated cars entered in the race,four carried won by the Overland, model 92 . Six of the seven trophies offered went to cars using Zerolene. And incidentally, the oil consumption recorded by the official checks was remarkably small.
The sweepstakes winner writes: "In spite of the intense heat to which
the motor was subjected, when the ultimate check was made I found greatly to my surprise that the gauge showed absolutely no use of oil whatsoever. I attribute my success in winning the
1924 Yosemite Economy Sweepstakes 1924 Yosemite Economy Sweepstakes
greatly to the use of Zerolene in the greatly to the use of Zerolene in the
motor and Red Crown gasoline in the tank."-Joe Bozzani. superstition that there is something mysteriously "better" about eastern oils, merely because they cost more and are made in the East? Experienced drivers, out to make economy records, don't share that super-stition-why should you?
Insist on Zerolene-a better oileven if it does cost less.

STANDARD OIL COMPANY California)




