

NEW STORIES  
AND  
PUBLICITY OF  
THE MOTOR WORLD



EVENING HERALD'S  
PAGE OF  
AUTOMOTIVE  
ACTIVITIES AND ADS.

### LUBRICATING OF CAR IMPORTANT

Service More Than Doubled by Proper Oiling, Investigation Shows

Service of motor equipment can be doubled by more intelligent lubrication, as shown by tests conducted over a period of years by lubrication engineers and which have just reached a conclusive stage. It is estimated this would amount to a saving in replacement of motor cars, trucks and tractors of more than a billion dollars annually. This figure does not take into account the huge amount saved in repair and parts replacement expense. It represents the replacement of worn equipment with new equipment only.

The investigations show that such replacements are because of a greatly reduced efficiency in used automobiles and do not necessarily involve the junking of such cars. The sum estimated merely covers the cost of buying back and replacing in service the greater efficiency destroyed in a period that represents only 25 to 60 per cent of the time such equipment should render maximum efficiency.

It was found that very little of this loss of efficiency was due to the design or factory practice of the builders of cars, trucks or tractors. Some

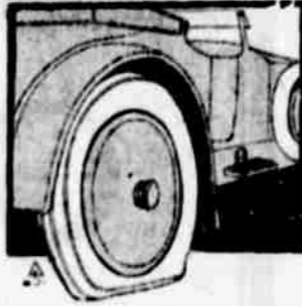
of it could be traced to carelessness or negligence in handling and maintaining equipment, but even in such instances it was hard to disconnect this factor entirely from the matter of lubrication.

There was found to be a widespread lack of knowledge for instance, of the temperatures devel-

oped in a motor car, which information, obviously, would have an extremely important bearing upon the lubrication result because, while the heat factors cannot be greatly altered, the resistance of the lubricant to such heat is a decisive point in the preservation of parts and smooth, enduring operation.

## CHARLEY'S PLACE

Our vulcanizing department continues to save your  
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Our line of FABRIC tires is complete—and users tell us that FABRIC tires are best for local road conditions.

- Firestone, 30x3"..... \$ 7.99
- Firestone, 30x3 1/2"..... 8.99
- Firestone, 33x4..... 22.50

WE ARE CLOSING OUT OUR ENTIRE  
CONSIGNMENT OF

## Howe Cords

GET YOUR SIZE AT SALES PRICE.

### ROMANTIC DAY OF EARLY CAR SALES IS GONE

Business Now Goes to Established Dealers; Service Important

ST. LOUIS, July 27.—Every business has its romance and not the least inspiring was the wonderful romance of the automobile business which brought power, wealth, position and dominance to such men as Henry Ford, Barney Oldfield, Louis Chevrolet, W. C. Durant and others of their type. They were the men who builded with little money and a great deal of faith and lived to see their dreams come true.

Every city has in it a dealer who in some measure has relived the lives of those great leaders. Every city has dealers that the oldest inhabitant can refer to as "I knew him when," and that "when" carries a world of meaning, for both the speaker and the dealer. For the dealer then had little or nothing, usually borrowed the money that put him into business and if he stayed long enough he reaped the reward of the great tide of automobile buying that swept hundreds on to success.

But the industry is agreed that the days of romance are gone. The dealer who formerly unloaded his automobiles a carload at a time has to unload them now often a trainload at a time, and with each costing him on an average of around \$1,000 it can be seen that thousands and hundreds of thousands of dollars are needed annually to carry on the business of automobile merchandising.

As the modern automobile manufacturing plant evolved from the machine shop so has the modern automobile selling establishment emerged from the wheelwright, blacksmith and repair shop and today the butterfly has little resemblance to the cocoon from which it sprang.

A modernly equipped dealer establishment today, according to figures compiled by the National Automobile dealers' Association, represents an investment of approximately \$250,000 in building, equipment and parts. The salesroom, which is the part that the public mostly sees, is perhaps the least important part of the place. For the modern dealer is he who almost conducts an automobile manufacturing plant in his service station.

#### RAILROAD PROFITS

The railroads of the United States in 1921 had a net operating income of \$615,625,619, which is an annual rate of return on valuation of 3 1/3 per cent.

We burn 1,000,000 more gallons of gas daily than we did last year. Times are certainly bad.—Terre Haute Post.

## Most Complete Line of GOODYEAR Tires and Accessories

in Southern Oregon

ACME MOTOR COMPANY  
MACHINE SHOP

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The new Goodyear Cross-Rib Tread Cord

### Did You Get the Bottom Price, After All?

The man who buys a "long discount" tire usually finds himself troubled by the above question.

Did he pay less for the tire than his neighbor might have paid, or actually did he pay more?

Did he get the bottom price, when all is said and done, or could he perhaps have driven a sharper bargain?

Was the net price really more than he might have had to pay for a tire of established reputation and value?

In the belief that the average motorist prefers a frank and open transaction, we built the new Goodyear Cross-Rib Tread Cord and discounted the "discount" in advance.

Instead of listing it at a high price, to enable the dealer to attract you with a so-called "long discount," we list it as low as we profitably can.

We build it of high-grade long-staple cotton, using the patented Goodyear method of group-ply construction, and sell it at a lower price than you are asked to pay for many "long discount" tires of unknown worth.

If you want a quality tire, and a reliable value, call today on any of the Goodyear Service Station Dealers listed here.

Compare these prices with NET prices you are asked to pay for "long discount" tires

30 x 3 1/2 Clincher.....	\$13.50	32 x 4 Straight Side..	\$25.45	33 x 4 1/2 Straight Side..	\$32.15
30 x 3 3/4 Straight Side..	15.85	33 x 4 Straight Side..	26.80	34 x 4 1/2 Straight Side..	32.95
32 x 3 1/2 Straight Side..	19.75	34 x 4 Straight Side..	27.35	33 x 5 Straight Side..	39.10
31 x 4 Straight Side..	23.50	32 x 4 1/2 Straight Side..	31.45	35 x 5 Straight Side..	41.05

These prices include manufacturer's retail tax

Goodyear Cross-Rib Tread Cord Tires are also made in 6, 7 and 8 inch sizes for trucks

# GOODYEAR

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