

NEW STORIES  
AND  
PUBLICITY OF  
THE MOTOR WORLD



EVENING HERALD'S  
PAGE OF  
AUTOMOTIVE  
ACTIVITIES AND ADS.

Most Complete Line of  
**GOODYEAR**  
Tires and Accessories  
in Southern Oregon  
**ACME MOTOR COMPANY**  
MACHINE SHOP

400-416 South Sixth St. Klamath Falls, Ore.

**CHARLEY'S PLACE**

Our vulcanizing department continues to save your  
**Tires and Tubes**

Prompt service for those in a hurry.

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, 30x3½ ..... 8.99  
Firestone, 33x4 ..... 22.50

WE ARE CLOSING OUT OUR ENTIRE  
CONSIGNMENT OF

**Howe Cords**

GET YOUR SIZE AT SALES PRICE.



The new Goodyear Cross-Rib Tread Cord

Discounting the "Discount" in Advance

You don't have to be a shrewd bargainer to get the bottom price on the new Goodyear Cross-Rib Tread Cord.

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. You can see from the figures below that its advertised price is lower than the net price you are asked to pay for many "long discount" tires of unknown value.

We believe the average man would rather buy tires on this frank and open basis, and assure himself a product of recognized worth.

The new Goodyear Cross-Rib Tread Cord is made of high-grade long-staple cotton, and it embodies the patented Goodyear method of group-ply construction.

In design, materials and manufacture, it is a representative Goodyear product, built to safeguard the world-wide Goodyear reputation.

It has a different tread from the famous All-Weather Tread Cord—a new tread with a deep, clean-cut, cog-like pattern—and it sells for from 20% to 25% less.

You can get the new Goodyear Cross-Rib Tread Cord now, as well as the famous All-Weather Tread Cord, from any of the Goodyear Service Station Dealers listed here.

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

10 x 3 1/4 Clincher .....	\$13.50	32 x 4 Straight Side ..	\$25.45	33 x 4 1/2 Straight Side ..	\$32.15
10 x 3 1/4 Straight Side ..	15.85	33 x 4 Straight Side ..	26.80	34 x 4 1/2 Straight Side ..	32.95
12 x 3 1/4 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 excise tax

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

**GOODYEAR**

**AUTO POINTERS**

Keep spring clips tight.

Put a new tube into a new tire. Know your car and treat it right.

Road horseless vehicles came before railroads.

Before 1896 England limited road motor vehicles to four miles an hour.

Real father of the modern automobile was Gottlieb Daimler.

First automobile race was run near Chicago in 1895.

Six-cylinder engine began to appear in 1905.

First American automobile sale was made in April, 1898.

Oregon was the first state to tax gasoline consumption.

American forces in France during the war had 48,692 motor vehicles.

Before the war there were 12 automobile factories in Belgium.

Inspect the ignition system carefully to see if all wires are intact.

Ignition terminals should be kept bright and clean.

To save gasoline keep moving parts well lubricated.

Automobile saturation was talked of as early as 1915.

First motor truck was built in 1908.

Ford's first car was nicknamed "Ford's Folly."

Underinflated tire shows better mileage than one pumped up hard.

A report by the Capper farm research bureau shows that the majority of farmers buy low priced tires.

The automobiles owned in the United States have a power equal to that of more than 300,000,000 horses.

One hundred cars a day are being turned out by the Long Island City plant of Durant Motors, Inc., according to New York reports.

It is said Indiana oil shales, yielding 12 gallons of oil per ton, could keep the country oiled 100 years at the present rate of consumption.

March 24, Edsel B. Ford, president of Ford Motor company, announced a permanent 40 hour week—five days of 8 hours, no work on Saturdays.

Iowa has the most motor cars (177,558) on farms.

Ford's March schedule was 60,000 to 65,000 cars.

Production of Lincoln cars is now proceeding at the rate of 15 per day and will be more than doubled within a few weeks.

Nearly a quarter of a billion passengers were carried by automobile in Canada in 1921.

**Two kinds of friction**

It has been proved that as much as 20% of the power delivered to the driving wheels may be lost through friction, due to the use of an incorrect oil.

This friction may be of two kinds—the friction of metal on metal, due to the failure of the oil to preserve a lubricating film between the bearing surfaces, or the friction of oil on oil—the internal, molecular friction of the lubricant.

Too heavy an oil, or an oil lacking in "oiliness"—the quality that makes it cling to the bearings while at the same time offering a minimum of internal or fluid friction—constitutes a direct drain on the available horsepower of your motor.

The right body at all operating temperatures

Made from carefully selected crudes and scientifically refined by our patented high-vacuum process, Zerolene has great "oiliness." It clings to bearing surfaces, while offering in itself a minimum of frictional resistance to the engine power.

Zerolene maintains the right lubricating body under all conditions. As the engine gets hot, bearing clearances decrease. Analysis of Zerolene shows that the variations in its body, at the various engine temperatures, follow in close relation the decrease in bearing clearances.

Because of their "oiliness," stability and purity, Zerolene oils give perfect lubrication and help to develop the maximum power, speed and gasoline mileage of the car.



more power & speed ~  
less friction and wear ~  
thru Correct Lubrication

The "USCO"  
You Buy To-day is  
a New—a Better—a Heavier  
"USCO"  
at the \$10.90 Price  
with No Tax added

AST Fall at the \$10.90 price it seemed to motorists as if the 30 x 3 1/2 USCO had reached the peak of tire value.

Yet the makers of USCO have now produced a still better USCO—a longer wearing tire with—

Thicker tread—thicker side walls. Better traction, longer service, more mileage.

And the tax is absorbed by the manufacturer.

The new and better USCO is a tire money's worth that was impossible a year ago.

It is possible today only in USCO.

Copyright 1929 U. S. Tire Co.

The New & Better 30x3 1/2 "USCO"

\$10.90

United States Tires  
United States Rubber Company



Get Your  
**Goodyear Tires and Accessories**

at the

**Klamath Falls Auto Co.**

224 Main St. ROY CALL Phone 246-R

Ford Repairing  
Parts and Accessories

Supplies—Gas  
Oils and Greases

**GOODYEAR**  
Service Station

Cars For Hire Without Drivers  
Open nights until 12 o'clock

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Home of the  
"OAKLAND SENSIBLE SIX"  
Tires, Oils and Accessories

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