

MANY CHANGES DEMANDED OF TIRE INDUSTRY

Long Step From Old Style Wrapped Tread To Modern Balloon

No other American industry has been called upon to make such progress in the perfection of its products to meet the changing demands of the user as the tire industry, says "Curley" Jones, manager of the Firestone department of the Pelican One Stop Auto Service. From the wrapped tread fabric tire of a few years back to the Firestone Supreme balloon of today, there is represented a period of product development with few parallels in the industry world declares Jones.

Tire manufacturers today are no longer building tires for the present but are anticipating as well the greater demands of the future, explains "Curley." The Firestone Supreme balloon offers an interesting case in point. Here is a tire with 44 per cent increase in carcass strength, 50 per cent more tread rubber and 25 per cent deeper non-skid pattern, that not only meets today's demands for tire construction equal to high powered motors, efficient brakes and fast driving, but is ready for any added burden of service the automobile industry may indicate.

The cord carcass is the real backbone of the tire. When it fails, the tire is useless, no matter how much wear may be left in the tread. The cord used in the Supreme tire is made from the very finest cotton available, is twisted for maximum strength and is gum-dipped for longest life. To increase the margin of safety, extra piles of this superior fabric are used. To make such a sturdy carcass more flexible and to increase its life, extra rubber is placed between the piles. The carcass thus constructed readily resists road shock, heat and tremendous strains. The Supreme Balloon is not only noticeably larger on the outside but is larger inside and provides more air space. The larger air space insures more cushion and a greater flexibility for the tire.

Australia expects to be benefited by the new German-Polish commercial treaty.

Women Shrewd Buyers of Tires



(Name of local Firestone dealer), the local Firestone dealer, declares that women no longer purchase tires on a basis of exterior appearance but are insisting on seeing the inside construction as revealed by cross sections.

Women motorists are becoming just as shrewd buyers of tires as of other merchandise, declares (name of dealer), the local Firestone dealer. No longer, he says, are they making their purchases on a basis of exterior appearance, but want information on features of construction. "It is really remarkable the number of women who have come to our store and asked to see cross-sections of tires," says the Firestone dealer. "The average woman today wants to get the inside facts. She wants to make sure that she is not only obtaining the greatest dollars-and-cents value

for her investment but that the tires she buys will give her the maximum of trouble-free service. "The new patented double-cord breaker developed by Firestone is proving particularly interesting to women motorists as this exclusive Firestone feature practically eliminates punctures and blowouts under normal driving conditions. "It is quite evident that more and more men are leaving the responsibility of selecting tires for the family motor car to their wives, judging from the number of women who are making tire purchases this year."

Dawson Liner Service Opens From Portland

PORTLAND, Aug. 28, (AP)—The steamship Jefferson Myers left the Columbia river today marking the official start of the new Pacific-Atlantic Steamship company's service between Pacific coast ports and European harbors. K. D. Dawson, president of the

new steamship line, exchanged greetings yesterday by telephone with Phillip Runciman, managing director of Runciman, Ltd., London, United Kingdom representatives of the new line. Dawson said the Jefferson Myers sailed via San Francisco and Los Angeles, leaving the latter port September 2. Sister ships, he said, would follow every 26 days. Lumberman Visits—Gilbert McLennan, formerly with the Boutin and Crane Creek Lumber company, is spending several days in Klamath Falls transacting business.

Pelican One-Stop Service

Demonstrates Maximum of Efficiency For Motorists

In opening the new mammoth plant at Sixth and Walnut, the Pelican One-Stop Auto service is offering to the motorists of Klamath Falls and surrounding territory one of the finest establishments of its kind on the Pacific coast, if not in the entire country. With the last word in equipment and auto services, the plant ranks among the first in modern auto and tire repairing.

Not only has the question of equipment been considered, but the personnel of the Pelican organization is of the highest grade, and this one fact alone will mean much to the motorist when he looks for A-1 service with guaranteed work. Wm. Swigart, formerly with the Standard Oil company, has been placed in charge of gas and oil sales, and stands ready to give prompt and courteous service that the motorist demands. Jones in Tire Department "Curley" Jones, who up to recently was connected with Jim's tire shop, will be responsible for the tire and tire repairing department. His long experience in this field will be particularly satisfactory, inasmuch as Jones understands the tire game from the bottom up. In securing William Swigart the Pelican Auto service has in its organization a man who understands the lubrication and brake problems of the motorist and will be in an unusual position to apply his efforts along with the most modern equipment, and thus obtain the best results for his patrons. He will be in charge of the lubricating, brakes and washing department. The principle behind the construction of the Pelican One-Stop Auto service is the saving of time for the busy motorist. Every service for a car may be obtained at this complete new station with a minimum of time expended. The Firestone department carries a complete stock of tires, tubes, batteries and brake linings. One wing of the Pelican is entirely (Continued on Page Six)

TOMORROW ... is the day Grand Opening CELEBRATION PELICAN Phone 1680 Phone 1680

One Stop Auto Service

6th and Walnut Streets - Klamath Falls

DEDICATING— Mammoth New One Stop Service Station to Klamath Falls Motorists

Formal opening Tomorrow of our new plant—the largest, most modern and most complete in Klamath Falls, and one of the finest on the Pacific Coast, ushers in a new standard of automotive service for motorists and fleet operators—Come in tomorrow—and see the last word in service efficiency. Go through every department and see the latest equipment of the automotive industry, bringing you efficiency and economy never known before.

WE SELL QUALITY that is not duplicated at these PRICES

Compare CONSTRUCTION and VALUES

Size 4-20-21	Our Tire	*Mail Order Tire
Width	4.75 in.	4.72 in.
Weight	16.00 lbs.	15.00 lbs.
Thickness of Tire	.598 in.	.558 in.
Piles at Tread	6 piles	5 piles
Rubber Volume	165 cu. in.	150 cu. in.
Price	\$6.35	\$6.35

Convince Yourself—Come In and Examine These Actual Tire Sections

Here is EXTRA SAFETY and PROTECTION for Your Labor Day Trip

Firestone
OLDFIELD

Our Tire	*Mail Order	Price
4.20-21	\$5.55	\$5.55
4.50-21	6.35	6.35
4.75-19	7.55	7.55
5.00-20	8.15	8.15
5.25-18	8.98	8.98
5.25-21	9.75	9.75
6.00-20	12.55	12.90

4-ply
Other Sizes Proportionately Low

H. D. TRUCK TIRES

30x5	19.45	19.45
32x6	34.10	34.10

Firestone
BATTERIES

13-Plate
Sentinel \$7.95

UNDER the non-skid tread of these famous Firestone Tires is a double breaker of two piles of cord fabric anchored in cushion rubber. This special construction absorbs road shocks—protects against punctures and blowouts—provides the foundation for the thick, tough tread with deeper grooves—giving longer non-skid wear.

OTHER makes of tires have only a single breaker of old-fashioned square woven fabric which Firestone discarded when they developed the balloon tire. Some makes do not have any breaker at all. The Firestone Tire is set apart as an "All Cord Tire".

A Department Store for Motorists

We have joined with Firestone to bring you these extra value tires at low cost. We also sell and service the complete line of Firestone Tires, Tubes, Batteries, Brake Lining, Rims and Accessories, also Gasoline, Oils and Lubrication. Use our complete service—we will save you money and serve you better.

Firestone
ANCHOR
Super Heavy Duty

Our Tire	*Mail Order	Price
4.50-21	\$9.20	\$9.75
4.75-19	10.20	10.25
5.00-19	10.95	11.75
5.25-20	12.35	13.65
5.50-20	13.90	15.15
6.00-20	14.70	17.10
6.50-19	17.40	18.95
7.00-20	19.05	23.45

Other Sizes Proportionately Low

Firestone
COURIER

Our Tire	*Mail Order	Price
30x3 1/2	\$4.20	\$4.20
4.40-21	4.79	4.79
4.50-21	5.35	5.35

▼ DOUBLE GUARANTEE ▼
Every tire we sell bears the Firestone name for the protection of our good customers. Every tire carries the unlimited Firestone Guarantee and ours.

★ A "Mail Order" or "Special Brand" tire is made by some unknown manufacturer and sold under a name that does not identify him to the public, usually because he builds his "first grade" tires under his own name.

Drive In Today and Let Us Equip and Service Your Car!
Pelican One Stop Service Station
6th and Walnut

Firestone Tires & Tubes

THE LAST WORD IN SERVICE

Whatever your requirements (excepting mechanical repairs) you receive here the most thorough service and the greatest values ever offered. With the most modern establishment possible to create, equipped with the very latest facilities,



FREE BRAKE INSPECTION

Drive your car on our famous BEAM DYNAMIC BRAKE TESTER for a free brake test that will show you the exact brake test in each wheel.



SCIENTIFIC LUBRICATION

Our high pressure method . . . the most efficient lubrication system known assures a thorough greasing of every part. Lowest prices, quality for quality.

Batteries

OUR SERVICES INCLUDE

Expert Repairing and Vulcanizing by Factory Methods—Free Brake Testing and Brake Adjusting—Wheel Alignment—Expert Fender and Radiator Work—Tires—Tubes—Accessories—Gas—Oil and Lubrication.

Phone 1680

PELICAN
One Stop Auto Service
Klamath Falls, Oregon.

6th and Walnut Sts.