

Across DEATH VALLEY *in a* FORD CAR

How a new oil for Model T Fords conquered
the Hottest Place in the world



DEATH

56 miles in *loze gear*

A final proof
of *greatness*

The NEW Zerolene

VALLEY

through furnace heat

To Model T Ford car owners:

The New ZEROLENE "F" for Model T Fords is a different oil from any made heretofore,—another Standard Oil research laboratory achievement of high importance to the motoring world.

The NEW ZEROLENE "F" for Fords was not released for public sale until many months after laboratory tests were completed. In those months it was tested over thousands of miles by hundreds of Ford dealers, some of whose reports are contained in this book, and tested and proven since by hundreds of thousands of individual Ford owners. The result may be stated thus:

The NEW ZEROLENE "F" for Fords is not only the best Ford oil we know how to make—it is the successful solution of the whole difficult problem of Ford lubrication.

STANDARD OIL COMPANY OF CALIFORNIA

"F" for Fords



The shovel-wielder is not prospecting for gold, nor is he digging for water; he is merely effecting a temporary improvement in the Death Valley road-bed.

ACROSS DEATH VALLEY

How the New Zerolene "F" for Model T Fords conquered "the hottest place in the world" and established 5 new, vital improvements for Ford driving.

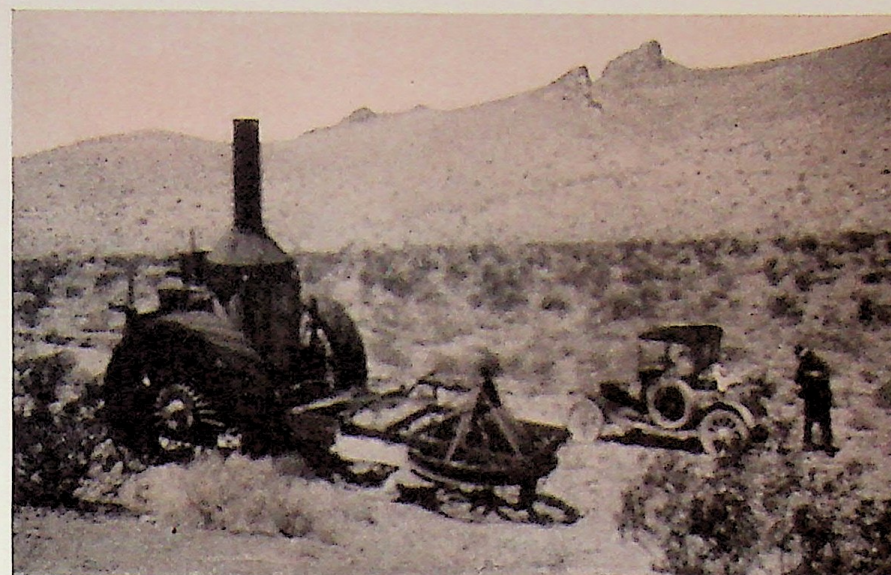
DOWN in Death Valley, when you say "desert" you mean it. Not a fly nor an insect, not a lizard nor a snake, can live there, nor can a man survive beyond the limits of his waterbottle. It is, truly, "the hottest place in the world" outside the craters of live volcanoes.

Into this blazing, alkali waste, drove two men in a well used Model T Ford. Both were seasoned desert travelers, fully warned by experience of the perils of the journey—of the desperate plight they would be in if anything went wrong!

But—only one thing happened! The Model T lubricated with New Zerolene "F" for Fords KEPT GOING on the most gruelling

test of a lubricating oil on record. It KEPT GOING through mile after mile of low gear at temperatures that taxed physical endurance—and it gave the FINAL PROOF of the ending of that vibration known as "chatter" that leads to so much brakeband adjusting and plays such hob with chassis bolts and rear axles and with the "man who rides one."

This dramatic test of the New Zerolene "F" for Model T Fords demonstrated that it would cling to the inner surface of the brakebands and drums and keep them from slipping, "grabbing"—and still serve as class-A lubricant under such conditions as might be encountered in that geographical frying pan—Death Valley.



This steam-tractor long has served as a landmark in Boundary Canyon. Its operation necessitated copious quantities of what its intended field of operations most lacked, and, according to local historians, it was abandoned without having completed a single trip from the Valley.

The New Zerolene "F" for Fords—Tested and Proven in Death Valley—Solves Problem for Model T Owners

As Pacific Coast owners of Model T Fords soon discovered, the New Zerolene "F" for Model T Fords gives a new smoothness, a sure-grip driving action from pliable brakebands that stay pliable; and a relief from troublesome brakeband adjustments and expensive replacements caused when brakebands "grab" and prematurely "burn out."

A DECIDED Improvement in Your Model T Ford!

Today, or any other day, drive your Model T Ford in and have your dealer drain the crankcase and refill it with a gallon of the New Zerolene "F" for Fords. You will see a decided improvement in your Ford's action—and you won't have long to wait!

Smoothed Out for KEEPS!

Brakeband condition is *everything* in the way a Ford runs—and you owe it to yourself to make this test!

The more your Ford vibrates the more conclusive the demonstration—the New Zerolene "F" for Model T Fords *completely* smooths away that annoying vibration due

to grabbing-brakebands in less than a day's run! We want YOU to judge. See how the brakebands suddenly become soft and pliable—the forward, reverse and brake actions astonishingly "sure-footed" and cushion-like! You judge!—you'll SEE! What's more—the brakebands are going to last you miles and miles longer without adjustment or replacement, and you know the bother and money that will save you! This amazing new oil discovery is going to make your Ford a better Ford than ever! Be sure to try it.

Tongue in Cheek

The New Zerolene "F" for Fords now in such demand for the "Model T," first won its laurels in an experimental fleet of Fords at the Standard Oil Company's Richmond Refinery on San Francisco Bay—and with its use, vibration became a thing of the past. When the engines were taken down for examination there was neither carbon nor gumming of the valve stems. But the engineers still kept tongue in cheek—they'd wait around a bit and "see."

Commercial fleets of Model T Fords operated by business houses at various points on the Pacific Coast were supplied with the new product; and the reports that came back of



The Ford's Death Valley trip included the crossing of the Panamint Valley (showing in the distance) in general aspect differing little from the depression with the ominous name

the new smoothness that had somehow come over the equipment, the happy effect it was having on operating costs persuaded the Doubting Thomases that *perhaps* the product had possibilities. "They'd see..."

Picnickers—Keep Out!

If you were to search out a final testing ground with the single idea of inflicting *every* hardship on a Ford and its motor oil—where a motor must strain at its utmost under the hardest conceivable conditions of speed, grade, road surface and blazing temperatures—no more adequate an arena could be found than Death Valley!

So, with the New Zerolene "F" for Model T Fords already "ace-high" by every conceivable *laboratory* test, a tall Standard Oil research engineer who wears a one-gallon hat on the road and probably knows more about obscure corduroy roads, and the chemistry of petroleum and what happens if your car goes "haywire" in Death Valley than any five men in America—found an ancient Ford and traveled forth to see how much *more* punishment the new oil would stand for!

The old Ford had already seen 75,000 miles of the world; *but it was to learn in its next*

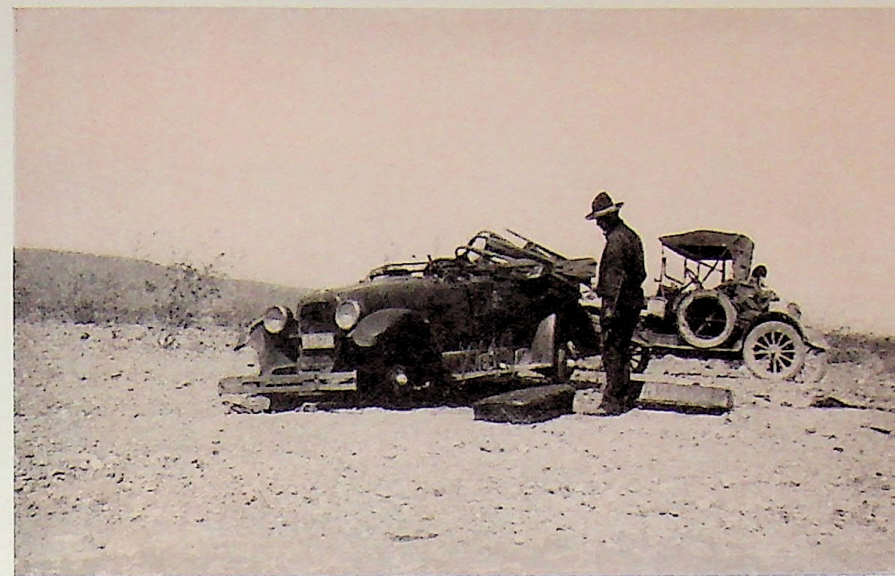
stretch of 1167 miles that life is earnest! For six days in a row it turned under its dancing tires the very pick of the worst mountain and desert road surfaces that the states of Nevada and California have to offer for the punishment of an automobile.

GOOD Oil Better than "All the King's Horses"

For numerous reasons, that section of the run which included Death Valley was the outstanding feature of the trip. One looks down into a vast basin of super-heated atmosphere, forbidding, threatening.

The driver with the one-gallon hat is hardly squeamish about such trips; he had declined the insistent demands of mechanics that he go with reserve pistons, connecting rods and so on. Yet, he has a theory that once stranded there, no man living can carry enough water to walk out. Many former trips have taught him that in Death Valley all the king's horses and all the king's men won't make up for the lack of *good oil!*

The little Ford accepted the challenge. Down through Boundary Canyon and out onto the floor of the valley where heat waves dance like a shimmering veil before your eyes...



It appeared to have turned over three times. The wheels had been "borrowed," or perhaps removed by the owner for safety until he might return and salvage what was left

"... And the little Ford rambled right along"

The trip in and out represents a total of fifty-six miles, every foot of which, save only two miles where a dry lake-bed was crossed, was low-gear work, because of grade or road-bed or both. It was accomplished at sizzling Death Valley temperatures—on five gallons of gasoline, five gallons of radiator water, and less than one quart of oil!

The machine was equipped with scientific instruments and an accurate log was kept of the journey. The conclusions concerning this remarkable performance of the New Zerolene "F" for Model T Fords, as set down by the engineer who made the test, are listed on page fifteen.

"One More Test"

It is doubtful if the band of scientists who were hunting the perfect oil for Model T Fords had much skepticism left regarding their find. But for the sheer joy of putting the New Zerolene "F" for Fords through "one more test," *a trial supply was sent to every Ford car dealer in the West and a frank "unsugared" criticism requested.*

The unprecedented enthusiasm of these reports (see following pages), coming from the great fraternity of Ford experts, is indeed a remarkable tribute to the New Zerolene "F" for Model T Fords!

Why You Should Test this Great Oil

You will never want to use another oil once you have tried it—that's how confident we are of your judgment and this great New Zerolene "F" for Model T Fords! It took two years—thousands of experiments—incredible patience and care to make. We KNOW that besides lubricating perfectly it eliminates brakeband vibration—because we *proved* it. Now we want YOU to know!

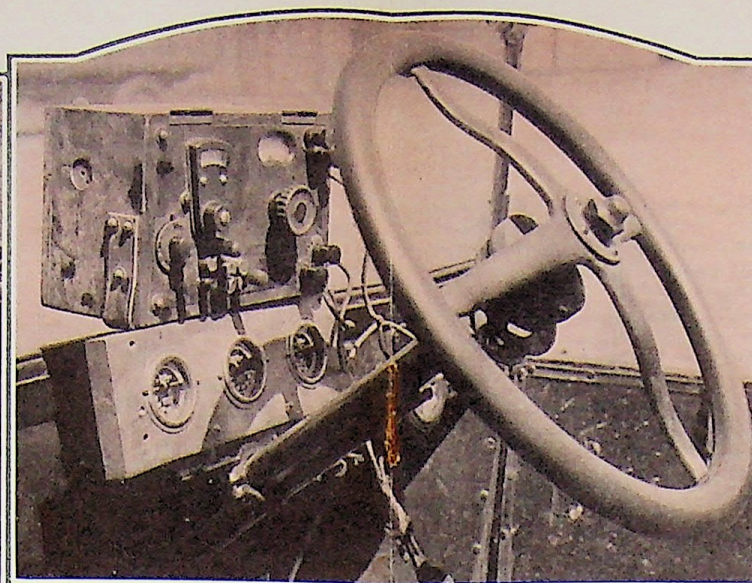
More than 200 oils were manufactured, tested and discarded before we found it. Remember, when it surpassed the Standard Oil laboratory tests and the closely observed tests of hard-working fleets of commercial Fords, we put it on the road—over hills and bumps—into Death Valley and out! In 1167 miles of hard driving including the worst travel possible to an automobile—no vibration—brakebands always pliable—no engine-jarring!

Now after tests like these and the tremendous ovation given it by Pacific Coast Ford dealers and motorists, we want you to try it yourself.

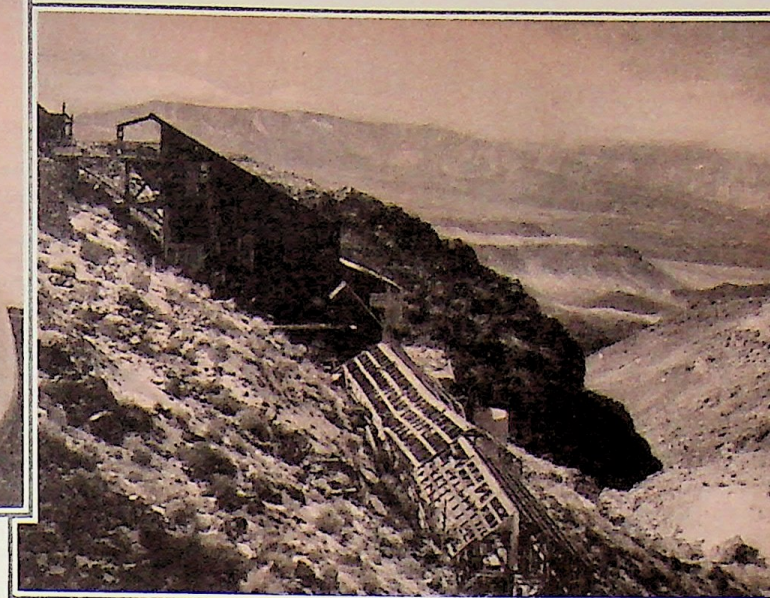
The New Zerolene "F" for Model T Fords is available at any Standard Oil Service Station or dealer's—fill your crankcase—and *enjoy the grandest service your Ford ever gave you!*



Death Valley in the middle distance. The streaks of white suggesting water are deposits of borax, soda, alkalies, and salts



The instruments shown above, a potentiometer and three distance-type thermometers, were installed in the Ford roadster which made the test run that took it across Death Valley.



The abandoned Skidoo Mine, in the Panamint Mountains, Death Valley region. It once was a famous producer of gold, silver, and lead

FORD DEALERS

used and approve

THIS GREAT LUBRICANT for Model T FORDS

ARIZONA

Ajo Fenner Bros.: "An excellent lubricant."
 Bisbee F. C. Bledsoe: "Am sure sold on it, my car now runs as smooth as velvet."
 Casa Grande San Carlos Garage: "Motor did not heat as much as with higher priced Eastern oils."
 Clifton Scott Garage: "They all report excellent results such as long mileage, non-chattering of bands, and smooth starting."
 Cottonwood Liberty Garage and Machine Shop: "It eliminates oil chatter in the bands and also gives smooth and even operation."
 Douglas J. T. Hood: "Stops all chatter and forms very little carbon."
 Florence Florence Motor Co.: "Find it to be the best combination oil for both motor and transmission."
 Globe The Short Line Stage Co.: "Gives the best results both for motor and transmission."
 Globe-Miami Will A. Peters: "Proved very satisfactory on a very hard trip through the mountains in Arizona."
 Parker Parker Motor Co.: "Eliminates transmission band chatter. We recommend it."
 Phoenix Cuber Bros.: "We will gladly recommend it to our customers."

Phoenix

Ed. Rudolph: "The body of the oil holds up well under extreme heat. The clutch action is very smooth with its use."

Phoenix

H. B. Moody Motor Co.: "At the end of 500 miles of rough driving the oil still retained its body and had a good healthy 'feel'."

Prescott

Floyd Williams Motor Co.: "We are recommending it to all Ford owners."

Superior

Transcontinental Garage: "A wonderful lubricating oil for Ford motor cars."

Tempe

Irvine Motor Co.: "We heartily recommend it."

Tucson

Monte Mansfield: "Much superior to the oils we have previously used in Ford cars."

Williams

R. J. Hock: "Gives very satisfactory service."

CALIFORNIA

Alameda

Jas. R. Loupe: "The transmission bands had been in for over a year and a half without relining and they chattered severely. The results were really startling—a velvet-like action with no sign of chattering."

Albany

R. T. Corey: "Prior to putting any of the oil into our customers' cars the writer used the oil for a period of ten days as did also our salesmen with results that were most gratifying. We are looking forward to the time when this oil will be available that we may recommend it to our customers."

Alhambra

T. Lyell Puckett: "We recommend this oil."

Alturas

Bunker & Jarman: "Operation of all the bands is smooth and noiseless."

Anaheim

Sid McGraw: "Completely eliminates chattering of the bands."

Angels

Central Garage: "Entirely satisfactory as it eliminates chattering."

Camp

Barcellos & Morgan: "All that you claim for it and more."

Arroyo Grande

Earl D. Kitzmiller: "Recommend it to all Ford owners."

Artesia

Sutherland & Shaffer: "Eliminated chattering almost at once."

Atwater

Placer Motor Sales Corp.: "We are very enthusiastic over the results of the tests we have made."

Auburn

Azusa

E. A. Davis, Inc.: "Will add greatly to the life and use of the bands."

Bakersfield

Geo. Habersfelde, Inc.: "Clutch and transmission action has been remarkably smooth, and operating temperatures have never been so low."

Balboa

Theodore Robins: "It meets the claims of your company in every respect."

Baldwin Park

Pickens & Putnam: "After running something like 2000 miles, the bands are still free from chatter."

Bay Point

Highway Garage: "Recommend it for all Ford cars."

Beaumont

E. J. Locke, Inc.: "Will go over big with Ford users as soon as they have an opportunity to test it."

Bell

Ray F. Chesley: "Fulfills all claims you have made for it."

Bellflower

Neumer Bros.: "Glad to recommend the product."

Blairsdon

Mohawk Valley Garage: "A very satisfactory Ford lubricant."

Brawley

Edgar Bros. Co.: "This oil will give excellent service in Ford cars."

Brea

Baldwin Motor Co.: "Entirely eliminates chattering."

for FORD DRIVING - 5 important improvements

Brentwood	Brentwood Garage, Inc.: "Have found none that will equal the new Improved Gibson's Garage: "Since using the new oil I have not had to clean a plug." Zerolene F."	Fullerton	F. R. Carroll, Inc.: "Satisfactorily eliminated all chatter, and has splendid lubricating qualities as well."	Livingston	Wood & Shaffer: "Very satisfactory in every respect."	Napa	Harry G. Corbaley: "Very good results."
Bridgeport	Gibson's Garage: "Since using the new oil I have not had to clean a plug." Zerolene F."	Galt	George R. Rboades: "Recommend it to all Ford owners."	Lockeford	Central Garage: "Everything you have predicted. Heating is reduced; non-chattering and smoother operation are very evident."	Norwalk	Guy A. Sopp: "Operated very smoothly."
Burbank	Blech & Parrish: "We recommend it to Ford owners."	Garden Grove	P. W. Guyton: "Entirely eliminates chatter."	Long Beach	Young & Gresham, Inc.: "Very satisfactory from all angles."	Oakland	Bruzzone Boero Motor Co.: "It is the best oil I have ever used or run across."
Calexico	Edgar Bros. Co.: "Greatly pleased with the Improved Zerolene F for Fords."	Glendale	Jesse E. Smith Co.: "Ford owners will sure be pleased when it is put on the market."	Los Angeles	Retzer Bros.: "Very satisfactory for the Ford motor."	Oakland	Joseph Pierotti & Sons: "We recommend it with our lippest praise."
Cambria	Steiner & Kester: "No carbon whatsoever. We recommend it."	Glendale	Campbell-Land-Pearson, Inc.: "Has proven very satisfactory in all respects."	Los Angeles	Hubbard Auto Sales Co.: "A wonderful non-chatter oil."	Oakland	Cliff Adams: "We tested it in a car with bands that chattered so badly that we were going to install new ones. The chatter was completely eliminated."
Cedarville	Cedarville Garage: "The chatter was completely done away with."	Glendora	D. G. Sneyd & Co.: "Any Ford owners wishing a good oil should give this a trial."	Los Angeles	Benj. A. Finch: "The very best lubrication."	Oakland	H. M. Lawrence: "Will overcome chattering and prevent the glazing of bands."
Chula Vista	Holly Sumner: "This oil cannot be surpassed for use in Ford cars."	Grass Valley	Grass Valley Garage, Inc.: "It reduces engine heat to a very noticeable extent."	Los Angeles	Boyd H. Gibbons: "Very satisfactory where used to eliminate chattering of bands that had been burned and glazed."	Oakland	Wm. L. Hughson Co.: "In a very short time it entirely eliminated every trace of chattering. This accomplishment is certainly worthy of our highest recommendation."
Claremont	Roy Hinecliff: "Does away with uneven operation and gives long mileage."	Greenville	Hamblin & Standard: "Much smoother operation was noticed."	Los Angeles	Frost & French: "In all our experience we have never had such nice-acting oil."	Oakland	Don Neher: "It entirely eliminated any trace of chattering in two sets of worn and glazed transmission bands. We think that this is perhaps the best oil we have tried to date."
Coachella	Coachella Garage: "We do not hesitate to recommend this oil."	Hanford	Erwin Motor Co.: "Report as follows: Increased compression, motor will pull steady at a slower speed. In going into high from low speed, chattering is hardly noticeable and a sturdy pull felt. When applying brakes, the transmission is quiet."	Los Angeles	Bill Froelich Motor Co.: "This new oil is the best that has come to our attention."	Oakland	L. C. Firestone: "Most satisfactory. The bands of one of our service cars had become crystallized to a point where replacement was necessary. After operating the car for a short distance the chattering was entirely eliminated and we have not replaced the bands to date."
Cordelia	Cordelia Garage: "We have found that it meets all claims, and recommend it."	Hayward	Dobner & Galbraith: "Tried your new Zerolene F for Fords in five different cars, each of which were real chatters. It does the work."	Los Angeles	Clinton L. Clark: "We find that the use of this oil eliminates all chatter and insures smoothness of operation, together with more than average oil mileage."	Oakland	F. H. Dailey Motor Co.: "This oil is especially good for chattering bands."
Corning	Maywood Garage: "The fact that the oil does not contain animal fat or vegetable oil is a decided improvement and tends to hold the amount of carbon to a minimum."	Healdsburg	S. H. Cooley: "Definitely eliminated the chatter."	Los Angeles	J. Benj. Faby, Inc.: "We have given your oil every possible test and in each one the results were better than we hoped for. You have developed a real Ford lubricating oil."	Oakland	Dimond Motor Car Co.: "We filled the crankcase to the upper petcock, and after 335 miles it is still at that level."
Corona	Coplen Motor Co.: "We recommend the Improved Zerolene F for Fords to all Ford owners."	Heber	Roy H. Womack: "We have made two tests and found it satisfactory in each case."	Los Angeles	Rex Anglin, Inc.: "In our opinion this oil is a distinct departure from other anti-chatter Ford lubricants."	Oakland	Elmhurst Motors: "We have found it to be very good."
Covina	R. W. Davis: "A fine oil that has been needed for the planetary type transmission."	Hermosa Beach	Lincoln Haggett, Inc.: "Eliminates chattering of improperly adjusted or ill-conditioned brake bands."	Los Angeles	Sam Bennett: "Very satisfactory both as a lubricant and to eliminate the chatter."	Oakland	Cozzens Motor Co.: "Oil proved very satisfactory and completely eliminated chattering. Meets a long-felt need."
Crescent City	Crescent City Garage: "No jarring whatever when the brake is applied."	Hollywood	Gray Motor Car Co.: "The best oil for the Ford power plant that we have ever used."	Los Angeles	Pearl Motor Co.: "Has given satisfaction in every way."	Oceanside	Merrill's Garage, Inc.: "Meets perfectly the lubricating requirements of the Ford motor."
Culver City	Bert Smith, Inc.: "Give it my hearty endorsement to any Ford owner."	Hughson	Geo. H. Hughson: "Unevenness of operating a Ford entirely eliminated. Unhesitatingly recommend it."	Los Angeles	Nadean Blvd. Garage: "We made our test on a car that had been giving us considerable trouble chattering. We will heartily recommend this oil to all purchasers of new Ford equipment."	Ontario	Banta & Smith: "We noted that our engines did not heat up. We are going to recommend it for all our Fords."
Davis	F. P. Liggett: "I have been using it in the worst chattering transmission that I have ever seen and the transmission has not chattered one single time since."	Huntington Beach	W. D. Young: "The cars are running very much better and smoother than heretofore. Strongly recommend it to all our customers."	Los Angeles	Lamberth Motor Co.: "It surpasses any other oil which we have used in our shop. We find from actual experience that it eliminates the chatter in the bands."	Orange Cove	Orange Cove Motor Co.: "This new oil is the correct oil for Ford cars."
Delano	Geo. Heberfelde, Inc.: "Its improvement over present Ford oils is very noticeable."	Imperial	Edgar Bros. Co.: "Bands work smoother with the new oil and the motor runs cooler."	Los Angeles	Cyr & Kaljian: "Ford bands will not chatter with its use."	Orland	Grant & Goldstein: "The chattering was completely eliminated after a few seconds run."
Dixon	Chas. McGimsey: "Put the oil in the car when it chattered so bad you could hardly start and stop it. It stopped the chatter of the bands entirely within two blocks."	Independence	Bryant Garage: "All that it is represented."	Los Banos	Ed G. White: "O. K."	Oroville	Gault & Junker: "The only oil which will immediately soften the bands, even on an old car."
Dorris	Taber & Wise: "Results have been most satisfactory."	Inglewood	Geo. M. Sutton: "Does everything you claim."	Loyalton	Mariposa Garage: "Relieved chattering almost instantly."	Owensmouth	Milo C. Walker: "Results were very gratifying."
Dos Palos	S. E. Harris: "This is a superior oil."	Jackson	Higlabee Motor Co.: "Especially pleased with the brake action while using this oil."	Mariposa	Redd & Holden: "A superior lubricant for the Ford motor."	Palo Alto	Walter G. Bernthal: "Your Improved Zerolene does the work."
Downey	Sachs & Sons: "We will gladly recommend it to our customers."	King City	El Camino Garage: "We have just completed a thorough test and are very well pleased with the results."	Mojave	Dore of Montebello: "It eliminates chattering of the bands."	Pasadena	Wm. E. Smith Co.: "The car works perfectly and without the slightest trace of uneven action or chatter."
El Centro	Edgar Bros. Co.: "Very satisfactory."	La Habra	Paul R. Hedlund: "Gives very smooth operation—an unqualified success."	Montebello	Geo. R. Bell: "This oil has done all you have claimed it will do."	Pasadena	Fortner & Loud: "Undoubtedly gives a smoother running motor."
El Monte	El Monte Motor Co.: "Will result in more mileage and less repairs."	Laverne	L. B. MacDonald & Co.: "Most satisfactory. We recommend it."	Monterey Park	Anderson & Tupper: "It gives perfect lubrication at all times and retains its body."	South Pasadena	Porteous & Wood, Inc.: "Permits an evenness in operation which we have found in no other oil."
El Segundo	Ira E. Escobar: "It eliminated the chatter in two cars in which the bands were glazed, making them soft and pliable."	Lincoln	F. H. Sangstad: "Receives our endorsement as the correct oil to use in Ford equipment."	Montrose	J. A. Rosenauer: "Our tests show more than double the oil mileage of other oils."	Perris	Main Street Garage: "It removes chattering from Ford brakebands."
Elsinore	Graham & Wilsey Garage: "Quite an improvement."	Litchfield	Andrew Johnson: "Wish to carry this oil in stock as soon as available."	Moorpark		Petaluma	Sanderson Motor Co.: "We feel that we cannot speak too highly of its quality for Ford use."
Escalon	Seaman & Clark: "It will eliminate unevenness of operation. Will give long oil mileage. We therefore take pleasure in recommending this Improved Zerolene F for Fords to all Ford operators."	Livermore	Lear-Kimber Motor Co.: "We intend to standardize on it for Ford cars."			Placentia	Bennie Motor Co.: "We have no hesitation in recommending it."
Fair Oaks	Fair Oaks Garage: "Very good results."						
Firebaugh	Joe Silvas: "Far superior to any oil that we have heretofore used."						

The NEW ZEROLENE "F"

for Model T Fords

is Now Ready for You to Use



Placerville J. W. Mitchell: "It keeps the glaze off transmission bands and thereby eliminates chatter."

Pomona J. A. Handin, Inc.: "A most satisfactory lubricant."

Portola Portola Hardware Store: "A great improvement. Any product turned out by the Standard Oil Company will be the best that can be had for the purpose."

Princeton Princeton Garage: "It works very well."

Puente Elliott & Cook: "An increase of over 50 per cent of mileage, and chattering was entirely stopped."

Quincy Reynold's Garage: "Eliminates chattering due to glazed brake lining."

Redlands A. Osburn: "You have a very superior product."

Redondo Beach Jeffries & Meek: "A very successful lubricant."

Redwood City Towne Motor Co.: "Results have been entirely satisfactory."

Roseville Saugstad Bros.: "We have solved our problems with this oil."

Sacramento Moeller Auto Sales Co.: "It is the best oil we have ever used in our Ford cars."

Sacramento Esparto Garage: "An unprecedented smoothness of operation."

North Sacramento North Sacramento Motor Co., Inc.: "It is our intention to carry some in stock that we may have one more way of satisfying our trade."

San Bernardino C. L. Cowen: "The oil is proving very satisfactory."

San Diego Powell Motor Co.: "It absolutely eliminates transmission band chatter without the excessive carbon deposits usually laid up by the non-chattering oils now on the market."

San Diego Paul Dobson, Inc.: "Most satisfactory—a chatter cure."

San Dimas Loring Motor Co.: "Exceptionally long mileage. It does away with unevenness of operation."

San Francisco Wilbur Smith: "After six weeks of relentless testing we say without reserve that you have a wonderful product in your Improved Zerolene F and we know of no better oil for a Ford car or truck."

San Francisco Wm. L. Hugbison Co.: "Results are immediately noticeable, and very satisfactory."

San Francisco County Line Service Station: "Far superior to all other oils for Fords. There is a decided improvement in the power."

San Francisco Flynn & Collins: "Results were very satisfactory."

San Francisco Kresteller Motor Co.: "Meets the approval of our service department."

San Francisco Remensperger Bros.: "A most satisfactory lubricant."

San Francisco Doherty Bros.: "I have been an operator of a Ford car since 1909 and this was the most pleasant trip (mountain travel) I have had and I say without fear that it was all because the car was properly lubricated."

San Francisco Maggini Motor Co.: "Unusual smoothness of operation resulted."

San Francisco Ed's Machine Shop: "I am particularly pleased with the smooth action of the brakes."

South San Francisco Fred J. Lautze: "It does everything represented."

San Gabriel Roy C. Armstrong: "Particularly pleased with the smoothness of operation which it affords and it is giving very good oil mileage."

San Jose Canelo Motor Co., Inc.: "We found in every case that your new oil eliminates the band chatter."

San Pedro Clark K. Cook Co.: "Under the most trying road conditions I found that Zerolene F gave the highest amount of efficiency and smoothness."

San Rafael Marin County Motors: "The bands were in as good condition as new ones and we were able to get perfect lubrication and operation."

Santa Ana George Dunton: "Car operated smoothly and ran cool."

Santa Barbara E. M. Fillmore: "Absolutely eliminated chatter in a car that we have found impossible to obtain permanent results with heretofore."

Santa Monica R. M. Hufford, Inc.: "Eliminated the chatter. The oil mileage was considerably increased."

Santa Paula Tetzlaff Motor Co.: "The bands worked very smoothly."

Sawtelle Sawtelle Motor Co.: "It is just as you represented it to be."

Sebastopol T. M. Jones: "A more economical oil to use than a high priced Eastern oil."

Selma L. L. Connally: "Thorough tests indicate unquestionably its superiority."

Sierra Madre J. Milton Steinberger: "Transmission bands behave as when new."

Solano Beach Cochran & Weiss: "We are convinced that this oil fills a want that has not hitherto been supplied."

Sonoma E. Coates: "Recommend this product."

Soquel Cunnison Bros.: "It prevents glazing of the bands and makes the motor run much smoother."

Stockton Taylor Motor Co.: "We have conducted an exhaustive test. It will efficiently lubricate the motor and transmission; eliminate all unevenness, minimize carbon difficulties, give added oil mileage, and resist deterioration."

Suisun Wilson Garage: "Superior to any oil we have ever tried in our Fords."

Susanville Doyle-Hunsinger Auto Co.: "No other oil that we have ever used is as near a perfect lubricating agent. Herewith place our order for two barrels of this oil to be delivered out of the first shipment received from the refinery."

Tehachapi Fraser Bros.: "Operated one car 500 miles over very hot desert roads. It gave us more gasoline mileage and more power than any oil we have ever used."

Torrance Schultz, Peckham & Schultz: "The tendency of the motor to heat under heavy loads was considerably reduced. Glad to recommend it."

Tracy J. D. Clarkson: "No sign of motor overheating and the oil holds its body exceptionally well."

Tulare G. C. Gaudin: "Chattering completely eliminated by Improved Zerolene F. Will be a great demand for this product."

Tuolumne W. D. Tompkins Garage: "Eliminates all chattering."

Turlock E. A. Hale: "A 'sure cure for all evils' as far as grabbing bands are concerned."

Ukiah Maurice E. Fuller: "Heartily recommend it."

Upland Chas. E. Puckett: "Use of Improved Zerolene F results in long oil mileage, chatterless bands and general smooth running."

Vacaville Ball-Dow Motor Co.: "Bands were glazed to such an extent that he thought it was going to be necessary to reline them. He didn't think it was possible for an oil to do what this oil had done, as the chatter was entirely gone."

Van Nuys Baker Motor Co.: "Eliminates any unevenness of band operation in starting and stopping."

Venice W. L. Heinicke: "Satisfaction in every way and all that you claim."

Ventura Roy A. Priest: "Stands up well and eliminates the chatter."

Wasco Wasco Garage: "One customer owns a Ford coupe which makes frequent trips over the Ridge Route to Los Angeles. After just being filled with the new Zerolene F, and with the handicap of being tight, went 3 miles farther up the grade on high than ever before."

Watts Nelson & Coryell: "We have found it very satisfactory."

Weed Morgan's Garage: "Bands were so hard and chattered so badly we expected to have to reline them, but after four hours with Improved Zerolene F they became soft."

Whittier George H. Mitchell: "It entirely eliminates chattering, and gives smooth operation."

Wilmington Carter Motor Co., Inc.: "A-No. 1 lubrication to all moving parts in the motor."

Winters Edward J. Graf: "More than pleased with the results."

Woodland Meier's Garage: "Has given good results."

Yreka Charles Logan: "Very much surprised and pleased at the immediate effect it had."

HAWAII

Honolulu Universal Motor Co., Ltd.: "Motor runs considerably cooler than with any other oil we have used."

Honolulu Pacific Motors, Ltd.: "Entirely up to your claims."

Lihue, Kauai Garden Island Motors, Ltd.: "We are recommending the new Zerolene F for Fords to all Ford operators."

IDAHO

Boise Bryant Motor Co.: "Find it to be very good oil. It prevents chattering of bands and is also a very good lubricant."

Coeur D'Alene Simpson Motors: "Your new lubricant is placed in the crankcase of the new Fords we deliver."

Filer Jonesco Auto Co.: "It eliminates unevenness of operation or chatter."

Grangeville Grangeville Motors: "It has given wonderful results in correctly lubricating Ford motors."

Sandpoint Cady & Pier, Inc.: "For the past several months we have been experimenting with this oil. The results have been very highly satisfactory from a lubrication standpoint."

Twin Falls Union Motor Co.: "We have had very satisfactory results during the winter months. We are very much pleased to recommend it to our customers."

NEVADA

Carlin Carlin Garage: "It has been most satisfactory."

Elko Warren Motor Products Co.: "Entire freedom from chattering."

Eureka Kelly & Rebaleati: "Eliminates chatter."

Las Vegas Southern Nevada Motors Co.: "The motor does not heat as it did."

Fallon Taylor Motor Co.: "Giving entire satisfaction."

Goldfield Brown-Parker Auto Co.: "As near a perfect oil as it is possible to purchase."

Reno Calavada Auto Co., Inc.: "Grabbing and chattering is also eliminated."

Tonopah Tonopah Auto Supply Co.: "We intend to use it exclusively in all Ford cars."

Wells Toombs Garage: "Satisfactory in every way."

Winne-mucca Smith's Garage: "Motor runs more smoothly with much less oil consumption."

FACTS of the Death Valley run in a nutshell!

The machine was equipped with scientific instruments and an accurate log was kept of the journey through Death Valley's furnace heat. Following are the conclusions set down concerning the remarkable performance of this great new oil discovery by the engineer who made the test:

"The New Zerolene 'F' for Model T Fords performed in a most satisfactory manner in that it

a positively eliminated unevenness of operation or chattering of brakebands during the entire trip under all operating conditions encountered;

b provided lubrication to each and every part of the engine and transmission requiring lubrication as evidenced by the power delivered by the engine and the condition of bearing surfaces after the run was completed;

c deposited decidedly less carbon than is ordinarily found in Ford engines—at the end of the trip inspection showed that after 1167 miles, or approximately 59 hours of severe operation, top rings were

d free and were not carbonized:
—its economy is most satisfactory; and

e —it functioned satisfactorily without deterioration, as indicated by laboratory inspection of the used oil after completion of the run. No adjustment of any kind was made of the engine or of the brake- or clutch-bands during the entire trip, and this Ford car was placed back in service without overhaul."

OREGON

Albany Albany Service Station: "Ford owners have declared it to be the best Ford oil they have ever used."

Ashland Claycomb Motor Co.: "Recommend Improved Zerolene F for Fords as a first-class lubricant—to do everything you claim for it."

Brownsville Howe Garage: "The best Ford lubricant we have ever used."

Chiloquin Chiloquin Garage & Auto Co.: "Motor seems to run much freer than before."

Junction City Gibson Motor Co.: "When a new car leaves our place of business, we insist that the crank case be filled with your new Zerolene F for Fords."

Klamath Falls Balsiger Motor Co.: "We do not hesitate to recommend this oil."

Pendleton Stater Motor Co.: "Bands were not taken up and were in as good condition as they were before the running test."

Portland May Motor Co.: "It is truly a wonderful companion to Ford owners, and a worthy friend to every Ford owner."

Portland Dunning Motor Co., Inc.: "Results have been very satisfactory."

Portland McCamey Motor Co., Inc.: "Gives very good satisfaction."

Portland A. B. Smith Motor Co.: "Highly satisfactory as a Ford motor lubricant."

Reedsport Reedsport Garage: "The best oil we have ever had."

Salem Valley Motor Co.: "Our shop foreman reports it was very satisfactory in every way."

Stayton Hunt-Tate Motor Co.: "You have successfully solved the problem."

Sutherlin Allen Bros.: "We can recommend this oil for Ford cars and trucks."

Turner Bones Bros.: "The most successful non-chatter oil on the market."

WASHINGTON

Anacortes Clausius Motor Co.: "You have found a real lubricant for the Ford car."

Arlington S. F. Donnell: "The fact that it is not compounded with animal fats, or vegetable compounds, should increase its desirability as a lubricant."

Auburn Auburn Motor Co., Inc.: "All reports from my employees and customers are very encouraging."

Burlington Smith Motors: "Nothing but praise for the oil."

Chehalis St. John Motors: "We are very enthusiastic."

Clarkston Engle's Service Station & Garage: "Our confidence in this oil is better expressed in the fact that we handle no other Ford oil."

East Stanwood Bloom, Inc.: "Two of the cars had brakebands that were hard and burned, but after using it a short time it was found they had softened up again and were as effective for stopping as a new band."

Elma Wakefield Bros.: "Its own best recommendation to those who try it."

Everson Miles Motor Co.: "Has given complete satisfaction in our tests."

Garfield Arland Motor Co.: "By far the best Ford oil we have ever used."

Grandview Grandview Motor Co.: "The new oil is very satisfactory."

Issaquah Stepler Motor Co.: "The pleasing part of this test was the action upon the transmission bands."

Kent Geo. O. Hallock: "An excellent product for use in Ford cars."

La Conner C. W. Blade: "Thoroughly lubricates the Ford engine, the transmission, and keeps the transmission bands soft and free from chattering and grabbing."

Leavenworth Cascade Motors: "Chattering is eliminated when your new oil is used."

Morton Cheser Motor Sales Co.: "The oil was most gratifying to us as in each case it entirely overcame each condition mentioned and was most satisfactory from every viewpoint."

Mount Vernon Vaux Motor Co.: "Has given us entire satisfaction."

Seattle N. F. Sutton, Inc.: "It has worked to our entire satisfaction."

Seattle C. B. Ballard & Son: "Eliminates chatter, gives good lubrication and insures long oil mileage."

Seattle Canal Motor Co.: "We do not hesitate to recommend this oil to all Ford owners."

Seattle William O. McKay Co.: "It will minimize carbon and give long oil mileage."

Seattle Howard Motor Co.: "Even more satisfactory than your representation of it."

Seattle Wilson & Kreitle, Inc.: "Eliminates chatter and does not form excessive carbon."

Seattle Taggart Motor Co.: "Entirely satisfactory in every respect."

Seattle West Side Agency, Inc.: "We are very much pleased with the results."

Seattle Central Agency: "Eliminated the chatter at once and saved the cost of relining bands."

Sedro-Woolley Universal Motor Co.: "Everything you represent it to be. Pleased to recommend same to all Ford owners."

Selah Reid Box Motor Co.: "The absolute elimination of chatter with the proper lubrication to the motor and transmission."

Snohomish Snobomish Agency, Inc.: "It's 'anti-chattering' qualities are particularly pleasing."

Spokane Beeson Bros.: "Test included a 600-mile trip into the mountains of Montana and this oil lubricated better than any oil we have ever used."

Spokane National Motor Co.: "Each car was driven 600 miles or better and the oil held its lubricating qualities wonderfully—stopping chattering."

Spokane Day-Majer Co.: "Gives smoother band action than any other oil we have ever used."

Spokane Universal Auto Co.: "Recommend it to any Ford owner."

Sumner Sumner Motor Sales: "A remarkable improvement was immediately noticeable. We have been looking for an all-mineral oil of this type."

Tacoma C. W. Reid Motor Co.: "Results have been excellent. The oil brought out the best qualities of the Ford car."

Toppenish Ed P. Leonard, Inc.: "An excellent product for use in Ford cars."

Walla Walla Mutual Motors: "Should add materially to the satisfactory service of Ford cars."

See these 5 IMPROVEMENTS in your OWN FORD

Try out a full crankcase of the NEW ZEROLENE "F" *today*

You will discover the following decided improvements in your Ford beginning with the first crankcaseful of the New Zerolene "F" for Model T Fords.

- 1 It will eliminate all vibration from the brakebands (chief cause of Ford vibration) after one day's running.
- 2 The brakebands will grip more smoothly resulting in a smoother, more positive response to the foot pedals.
- 3 The brakebands will no longer slip so as to cause chattering vibration, loosening of chassis bolts, rear axle parts, universal joints, etc.
- 4 The brakebands will stay *many* more miles in adjustment than formerly, saving you materially from the expense or labor of frequent readjustment.
- 5 The mileage you get per set of brakebands will be noticeably greater.

Your Model T Ford will perform *decidedly* better—with a new freedom from sticking piston rings, gummy valves, excessive cylinder wear or carbon formation—in short, New Zerolene "F" for Fords gives *unequalled lubrication* to Model T Fords.

