

My Memory Book of Motor Yesterdays



TRADE MARK

My Memory Book

of

Motor Yesterdays

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There is much genuine pleasure in recalling delightful days spent in your car. Keep record of your jaunts in this little book—it will be an unending source of pleasure and oftentimes may be of value.

WHAT TO TAKE ON YOUR TRIP

Before starting on a trip see that your equipment for Tire repairs includes the following:

One extra Casing in a Tire Cover.

Two or more extra Inner Tubes properly wrapped to protect from oil and prevent chafing.

One Box Goodrich Self-Vulcanizing Patches and Box of Goodrich Permanent Puncture Plugs (for the smaller punctures).

One Goodrich Tire Sleeve or Blow-out Patch.

One set Tire applying levers.

One box powdered soapstone or mica to be used between Casing and Tube to prevent sticking.

Six valve insides.

Six valve caps.

Three dust caps.

Air pump.

Jack.

One Goodrich Tire Caliper-Gauge to assure proper inflation.

One Goodrich "Rules of the Road."

Goodrich Tour Cards or Road Logs.

Silvertown Cord Tire Repair Station List.

See your Dealer or nearest Goodrich Branch.

GOODRICH INTERCHANGEABLE TIRES

Goodrich Interchangeable Tires enable the motorist to fit his car with an extra size Tire without change of rim.

The normal tires of a car are calculated to carry an ordinary load, with a fair margin of safety.

To start on a tour, for instance, with a four-seated car, carrying an extra passenger, a fair load of "spares" and appropriate baggage, is hardly a fair proposition.

Every Rim is designed to take two sizes of tires—Regular and Over-size. It is frequently advisable to equip with larger sized tires and a glance at the following list will show you to what extent your tires are interchangeable.

Size Tire	Size Rims They Fit	STYLE MADE IN
29x3 $\frac{1}{2}$	28x3	Regular Clincher and Q. D.
31x3 $\frac{1}{2}$	30x3	Regular Clincher, Q. D. and Str. Bead
33x3 $\frac{1}{2}$	32x3	Regular Clincher, Q. D. and Str. Bead
35x3 $\frac{1}{2}$	34x3	Q. D. Only
31x4	30x3 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
33x4	32x3 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
35x4	34x3 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
37x4	36x3 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
33x4 $\frac{1}{2}$	32x4	Regular Clincher, Q. D. and Str. Bead
35x4 $\frac{1}{2}$	34x4	Regular Clincher, Q. D. and Str. Bead
37x4 $\frac{1}{2}$	36x4	Regular Clincher, Q. D. and Str. Bead
41x4 $\frac{1}{2}$	40x4	Regular Clincher and Str. Bead
43x4 $\frac{1}{2}$	42x4	Q. D. only
35x5	34x4 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
37x5	36x4 $\frac{1}{2}$	Regular Clincher, Q. D. and Str. Bead
39x5	38x4 $\frac{1}{2}$	Regular Clincher and Q. D.
41x5	40x4 $\frac{1}{2}$	Q. D. only
43x5	42x4 $\frac{1}{2}$	Regular Clincher and Q. D.
37x5 $\frac{1}{2}$	36x5	Regular Clincher, Q. D. and Str. Bead
37x6	36x5 $\frac{1}{2}$	Q. D. only
39x6	38x5 $\frac{1}{2}$	Q. D. only
41x6	40x5 $\frac{1}{2}$	Q. D. only

TRIP RECORD

191

From.....

To.....

Left at.....

Arrived at.....

Odometer Reading

Start.....

Finish.....

Total Miles.....

Speedometer Reading

Highest Figure.....

Average Figure.....

Hotels

.....	{ Good
.....	{ Fair
.....	{ Bad
.....	{ Good
.....	{ Fair
.....	{ Bad

Members of Party

Tire Experiences.....

Oil Used.....

Gasoline Used.....

Weather.....

**Ride on Goodrich Tires—You will get
“Fair Prices” and “Fair Treatment.”**

TRIP RECORD

191

From.....

To.....

Left at.....

Arrived at.....

Odometer Reading

Start.....

Finish.....

Total Miles.....

Speedometer Reading

Highest Figure.....

Average Figure.....

Hotels

.....	{ Good
.....	{ Fair
.....	{ Bad
.....	{ Good
.....	{ Fair
.....	{ Bad

Members of Party

Tire Experiences.....

Oil Used.....

Gasoline Used.....

Weather.....

**The Goodrich National Touring Bureau
will be glad to receive notes of interest.**

TRIP RECORD

-----191-----
From-----
To-----
Left at-----
Arrived at-----

Odometer Reading

Start-----
Finish-----
Total Miles-----

Speedometer Reading

Highest Figure-----
Average Figure-----

Hotels

----- { Good
----- { Fair
----- { Bad
----- { Good
----- { Fair
----- { Bad

Members of Party

Tire Experiences-----

Oil Used-----
Gasoline Used-----
Weather-----

Goodrich Tires are "Best in the Long Run."

TRIP RECORD

-----191-----
From-----
To-----
Left at-----
Arrived at-----

Odometer Reading

Start-----
Finish-----
Total Miles-----

Speedometer Reading

Highest Figure-----
Average Figure-----

Hotels

----- { Good
----- { Fair
----- { Bad
----- { Good
----- { Fair
----- { Bad

Members of Party

Tire Experiences-----

Oil Used-----
Gasoline Used-----
Weather-----

In a sand-blast test, the tough, black tread rubber of Goodrich Tires outwore a piece of steel three times.

TRIP RECORD

191

From _____
To _____
Left at _____
Arrived at _____

Odometer Reading

Start _____
Finish _____
Total Miles _____

Speedometer Reading

Highest Figure.....
Average Figure.....

Hotels

-----	{	Good
-----		Fair
-----	{	Bad
-----		Good
-----	{	Fair
-----		Bad

Members of Party

Members of Party

Tire Experiences.....
Oil Used.....
Gasoline Used.....
Weather.....

Keep your tires properly inflated—use a Goodrich Tire Caliper-Gauge.

TRIP RECORD

-----191
From-----
To-----
Left at-----
Arrived at-----

Odometer Reading

Start.....
Finish.....
Total Miles.....

Speedometer Reading

Highest Figure.....
Average Figure.....

Hotels

-----	{	Good
-----		Fair
-----	{	Bad
-----		Good
Members of Party	{	Fair
		Bad

Members of Party

Tire Experiences _____
Oil Used _____
Gasoline Used _____
Weather _____

"Goodrich Points the Way" with Goodrich Guide Posts over more than 100,000 miles of American Highway.

TRIP RECORD

-----191-----
From-----
To-----
Left at-----
Arrived at-----

Odometer Reading

Start-----
Finish-----
Total Miles-----

Speedometer Reading

Highest Figure-----
Average Figure-----

Hotels

----- { Good
----- { Fair
----- { Bad
----- { Good
----- { Fair
----- { Bad

Members of Party

Tire Experiences-----

Oil Used-----
Gasoline Used-----
Weather-----

Goodrich Brown Tubes are "Best in Any Case"—qualified running mates for Goodrich Automobile Tires.

TRIP RECORD

-----191-----
From-----
To-----
Left at-----
Arrived at-----

Odometer Reading

Start-----
Finish-----
Total Miles-----

Speedometer Reading

Highest Figure-----
Average Figure-----

Hotels

----- { Good
----- { Fair
----- { Bad
----- { Good
----- { Fair
----- { Bad

Members of Party

Tire Experiences-----

Oil Used-----
Gasoline Used-----
Weather-----

Look over your car at the end of a day's run for loose nuts, lost grease cups and "squeaks."

THE GOODRICH NATIONAL TOURING BUREAU

What It Can Do For You

Every man that owns a car, whether it runs on Goodrich Tires or not, is welcome to the service of the Goodrich National Touring Bureau.

Where do you want to go? Tell the Touring Bureau and you will receive road logs which will point your way every foot of the way, from your own front door step to your destination and return. Goodrich Touring Bureau service is country-wide. Several hundred thousand miles of detailed road logs await your request.

Do you wish to plan your trip yourself? Goodrich State Maps will indicate the principal routes of travel.

And wherever you go, you will find Goodrich Dealers ready and willing to assist you with further maps, road logs or special information. The Goodrich Touring Bureau is national in every sense of the word.

You never have to pay for Goodrich Touring Bureau help—it's simply Goodrich Service.

THE GOODRICH NATIONAL TOURING BUREAU

What It Is

The Goodrich National Touring Bureau is a department established for the express purpose of supplying motorists with maps and road logs for practically any tour they may wish to take.

It is comprehensive, covering the entire country more thoroughly than any other bureau, whether public or private. Information has been collected by experts and is accurate.

Throughout the year three trucks and crews are operated in the work of erecting Goodrich Guide Posts on the main arteries of travel. More than 100,000 miles of highway have been marked for the tourist with Goodrich Guide Posts.

Route books and trip cards are issued by the million and distributed without charge. These carry road logs which point the route with unmistakable clearness.

State maps have been issued for every state showing the principal routes of travel.

Goodrich Touring Bureau information doesn't cost the motorist a cent—it is simply Goodrich Service.

BRING BACK ANY GOODRICH BLACK SAFETY TREAD TIRES THAT OWE YOU ANYTHING

From Maine to California and on around the world, The B. F. Goodrich Company sends forth this all-including invitation:

Bring back any Goodrich Tires that you feel have failed to give you right service.

Goodrich will make good all their shortcomings—will make good fairly and squarely, generously and gladly.

There are no strings to this offer—no conditions—no catch words. It is an open-handed invitation to you to get a reckoning at the hands of *Goodrich Fair Treatment*.

For The B. F. Goodrich Company is more eager than any tire user that the slightest fault in a Goodrich Tire has been squared.

The very name of Goodrich pledges a Goodrich Tire to be the best fabric tire that the largest, oldest, most resourceful rubber manufacturer can produce—pledges it to have style, comfort, mileage, and freedom from tire trouble.

And the important factor is this—the buyer takes *no* risk. The tire *must* return the high service Goodrich demands of it or *Goodrich Fair Treatment* steps in and *squares* the account.

THERE'S A REASON WHY SILVERTOWNS WEAR

Contrary to common belief, tires wear out **INSIDE**—not *outside*—from frictional heat rubbed up between the plies of the tire.

Each extra ply means extra inside heat—extra wearing out of the tire.

Mark these facts well:—Silvertowns are made of *two* plies of sinewy, rubber-saturated Cabled Cords. Other tires have six, eight or ten plies. The sturdy Cords in Silvertowns are **CABLED**—and then they are cross-wrapped into *two plies* and *only two*. Obviously, Silvertowns with but two plies, must outlast *many ply tires* with the latter's *multiplied* inside heat.

Out of this Durability and Resilience of those flexible cable-cords come the ten ways in which Silvertowns excel: (1) Increased engine power, (2) Smoother riding, (3) Fuel saving, (4) Speedier, (5) Coast farther, (6) Start quicker, (7) Easier to guide, (8) Give Greater Mileage, (9) More resistive against puncture and (10) Repaired easily and successfully.

"Silvertowns make all cars high-grade."

A FEW TIRE DONT'S

Don't overload your tires.

A tire will "give out" sooner from overloading than from any other cause.

Don't underinflate.

Underinflation and overloading account for fully 90 per cent. of tire troubles. Use a Goodrich Tire Caliper-Gauge,—the simplest and most efficient method of keeping your tires properly inflated that has been developed.

Don't neglect small cuts.

These will often extend farther than you think. Dirt and wet get in, the fabric rots and a blowout follows. Look over your tires from time to time, and use Goodrich "Plastic" to fill the cuts.

Don't run in ruts, car tracks or against curbs.

The side walls of a tire are much thinner than the tread and will not stand up under abrasion like a tread.

Don't start or stop suddenly or skid around corners. The strain set up in your tires is terrific. Much of it is turned to heat which is also detrimental.

Don't blame the tire maker, unless you are certain the tire was at fault.

Don't run on a flat tire. Better run on the rim if only for a short distance.

Don't use tire "fillers." All of them are more or less detrimental.

Don't put a tire "protector" in a new tire or you will strain and stretch it out of shape.

Don't let oil, grease or gasoline remain on your tires. They all destroy rubber. Wash only with pure cold water and a little soap.

Don't keep a spare tire out of use too long. Change over occasionally. A tire lasts better in use than exposed to the sun and rain on the running board.

Don't let your rims get rusty. Common stove polish will keep them in good condition.

Don't let the weight of your car rest on a deflated tire. Jack up the wheel or remove the tire.

Don't let your axles or rims get bent.

If your wheel doesn't run free your tire will suffer.

Don't pinch the inner tube, when applying or removing an outer casing. Pass the hand around inside before reapplying the outer bead.

Don't try to force a rim onto the wheel. If it goes unusually hard, look for some trouble. Perhaps the valve stem isn't in place properly.

Use the largest tire that will fit your rim. Large tires are cheapest in the end. See table of Interchangeable Tires on page 3.

Never try to pass anyone when going up over the brow of a hill, as you cannot see what is coming up the other slope.

Be sure that your steering gear is O. K. Also see to it that your brakes are working as they should. Failure of these two parts causes more serious accidents than all other failures combined.

See that your car is oiled and greased as it should be—always remember that oil and grease are cheaper than labor and machinery.

ROAD LOG

OF AN INTERESTING TRIP

[illegible]

Goodrich Branches are shown on the inside back cover of this book. Go to them for information.

ROAD LOG OF AN INTERESTING TRIP

[illegible]

Goodrich Tires are made in Akron, Ohio, in the Largest Rubber Factory in the World.

GASOLINE AND OIL RECORD

[illegible]

Goodrich Guide Posts are accurate. When you see one you can rely on its information.

GASOLINE AND OIL RECORD

[illegible]

**Goodrich Road Logs make touring easy
—they point every foot of the way.**

GASOLINE AND OIL RECORD

[illegible]

Goodrich Branches are shown on the inside back cover of this book. Go to them for information.

GASOLINE AND OIL RECORD

[illegible]

**Goodrich Road Logs make touring easy.
They point every foot of the way.**

TIRE RECORD

Make of Tire.....
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

TIRE RECORD

Make of Tire.....
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

Keep this record—the test of a tire is the cost per mile to run it.

TIRE RECORD

Make of Tire.....
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

TIRE RECORD

Make of Tire.....
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

The best possible combination is a Goodrich Tube in a Goodrich Casing.

TIRE RECORD

Make of Tire _____
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

TIRE RECORD

Make of Tire _____
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

Your tires will go much farther if you keep them pumped up.

TIRE RECORD

Make of Tire _____
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

TIRE RECORD

Make of Tire _____
 Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel

Keep your chains loose—otherwise they will cut the tire.

TIRE RECORD

Make of Tire.....
Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----

TIRE RECORD

Make of Tire.....
Serial No. Size Tread Bead

Date Applied	Odometer Reading	Date Removed	Odometer Reading	Total Miles Run	Which Wheel
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----
-----	-----	-----	-----	-----	-----

The largest tire that will fit your rim
(see page 3) is usually a good investment.

To Store Tires

If your car is out of use for a time, remove Tires and clean well with water and a little soap. If any rust has collected on the rims, remove them, sandpaper and paint surface with liquid graphite—a common stove polish will do. If no Tire repairs are needed, wrap Tires in burlap or light muslin and place in dark, dry, cool place of even temperature. Leave Tubes in Casings, partially inflated. If Tires cannot be removed from wheels, jack up car, partially inflate Tubes, leaving sufficient air to keep them from folding or cracking—probably about ten pounds. Remember, light and heat deteriorate rubber.

GOODRICH SERVICE STORES



Akron, Ohio	Grand Rapids, Mich.	Portland, Ore.
Albany, N. Y.	Harrisburg, Pa.	Providence, R. I.
Allentown, Pa.	Hartford, Conn.	Quincy, Ill.
Altoona, Pa.	Houston, Texas	Richmond, Va.
Atlanta, Ga.	Huntington, W. Va.	Rochester, N. Y.
Atlantic City, N. J.	Hutchinson, Kans.	Rockford, Ill.
Baltimore, Md.	Indianapolis, Ind.	Sacramento, Cal.
Bangor, Me.	Jackson, Mich.	Saginaw, Mich.
Birmingham, Ala.	Jackson, Miss.	Salina, Kans.
Boston, Mass.	Jacksonville, Fla.	Salt Lake City, Utah
Brooklyn, N. Y.	Joplin, Mo.	San Antonio, Tex.
Buffalo, N. Y.	Kansas City, Mo.	San Diego, Cal.
Burlington, Ia.	Lima, Ohio	San Francisco, Cal.
Burlington, Vt.	Lincoln, Nebr.	San Juan, Porto Rico
Butte, Mont.	Little Rock, Ark.	Scranton, Pa.
Canton, Ohio	Los Angeles, Cal.	Seattle, Wash.
Cedar Rapids, Ia.	Louisville, Ky.	Siege City, Ia.
Charlotte, N. C.	Madison, Wis.	Sibax Falls, S. D.
Chattanooga, Tenn.	Manchester, N. H.	South Bend, Ind.
Chicago, Ill.	Mason City, Ia.	Spokane, Wash.
Cincinnati, Ohio	Memphis, Tenn.	Springfield, Ill.
Cleveland, Ohio	Milwaukee, Wis.	Springfield, Mass.
Colorado Springs, Colo.	Minneapolis, Minn.	St. Louis, Mo.
Columbus, Ohio	Nashville, Tenn.	St. Paul, Minn.
Dallas, Texas	Newark, N. J.	Syracuse, N. Y.
Davenport, Iowa	New Haven, Conn.	Tampa, Fla.
Dayton, Ohio	New Orleans, La.	Terre Haute, Ind.
Denver, Colo.	New York, N. Y.	Toledo, Ohio
Des Moines, Iowa	Oakland, Cal.	Utica, N. Y.
Detroit, Mich.	Oklahoma City, Okla.	Waco, Texas
Duluth, Minn.	Omaha, Neb.	Washington, D. C.
El Paso, Texas	Peoria, Ill.	Wheeling, W. Va.
Erie, Pa.	Philadelphia, Pa.	Wichita, Kans.
Fargo, N. D.	Phoenix, Ariz.	Worcester, Mass.
Ft. Wayne, Ind.	Pittsburgh, Pa.	Youngstown, Ohio
Ft. Worth, Texas	Portland, Maine	Zanesville, Ohio

THE B. F. GOODRICH COMPANY

THE B. F. GOODRICH RUBBER CO.—Subsidiary

Factories: Akron, Ohio