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The

FREE Mileage Book

(FOR AUTOMOBILE OWNERS)



OST Tires a r e good for many more miles of travel than they actually give.

The Goodyear Tires that run 10,000 miles are not better tires at the start than the Goodyears that run only 4,000. Barring accidents and overloading all should give the same mileage.

The extra 6,000 miles that some give are the reward of using the proper size of tire for load carried, sensible driving, of studied attention and care.

Car owners lose thousands of miles of Tire service—they use up two Tires where one would do—they waste valuable rubber, cotton and precious labor. And why?

Because they do not observe or perhaps do not understand the few rules for looking after Tires. a reminder.

To-day it is every car owner's duty to save his Tires. To get from them every mile the factory builds into them.

It is nothing short of a duty to understand Tires and to watch them closely.

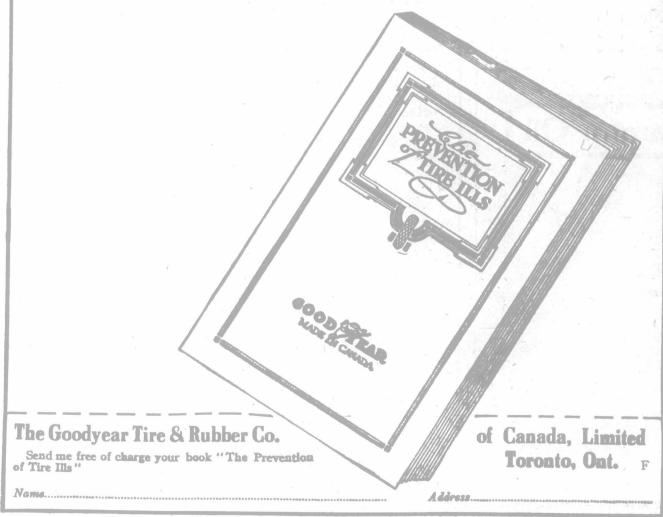
And because we also consider it our duty to help conserve the valuable materials and labor that go into Tires, we have printed a book on the care of Tires.

To many men this book will be worth hundreds of dollars for it will double the life of their Tires.

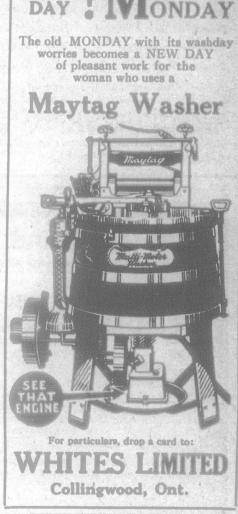
Copies of the Book are now ready for mailing. They will be sent Free of all charge to any Car Owner. We earnestly urge every Tire user to read and study this book. Write for a copy.

Tear off the Coupon NOW as a reminder.











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