

A WORD TO YOU

Everybody else rides, so why don't you?

This is the age of power, wheels, and speed, and you ought to *belong*, for the riding is fine.

To own a motor car means that you have increased the measure of your life tenfold, not by tacking on so many more years to those you have already lived, but by living that much faster while you do live.

With a car you can go everywhere and see everything, and this takes you out of the rut of an ordinary human being and puts you into the class of the superman—takes you on the great broad highway where you can see a never-ending panorama of the glories of nature and the handiwork of her puppets. And this is indeed living.

Again, there is your health. When you motor you breathe in great lungfuls of oxygen—that wonderful magnetic gas which, if it is not life itself, is the great sustainer of life; and this helps to give you physical strength, to preserve your mental poise, and to increase your power so that when you get down to the routine of business again you are a regular dynamo for work.

These are the good things about owning a motor car, and now let's see what's the matter with it.

You may have thought that a car is beyond your means to buy and beyond your salary to keep up, and so it is apt to be unless you know, in the first place, how to buy one; in the second place, how to treat it after you get it; and in the third, the right thing to do