

GET REAL TIRE

ECONOMY

Motoring is two things—a pleasure and a business. One might say it was used sixty per cent. for entertainment and forty per cent for commercial purposes. Yet no matter whether you use your car to get orders or ozone, your greatest economy will be the reduced costs of mishaps.

No accident ever befell an automobile but what the tires were forced to play a part in it. And no accident ever was averted but what the tires had a say in that, too.



If you will
drive fast

If you will make
those sudden
stops

If the City will
water asphalt

If rain will make
muddy roads

Why then—the possibility of skidding will always be with you unless you figure on those elements of danger when you buy your tires.

What's really a better slogan than Safety First is Sagacity First—because that seems to apply more to yourself than to the other fellow. If each motorist thinks of himself there will be no other fellow to look after, because there will be no skidding.

"MOST ENVIED TIRE IN ALL AMERICA."