



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 cost of mishaps.

No accident ever befel 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. When you think of how to avert danger in motoring you immediately think of

DUNLOP TRACTION
TREAD.

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DUNLOP

TREAD

SEAL OF QUALITY

TRACTION