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MOST MILES per DOLLAR

Firestone

GUM-DIPPED CORDS

and Their High Mileage Records

The high mileage records of Firestone Cords continue to emphasize the fact that Firestone methods are different and better. These records, steadily increasing in number and in mileage totals, justify the Firestone contention that there is one best way to build tires.

Among the primary sources of Firestone extra mileage is double gum-dipping—the saturation of the cord plies in a vat of liquid gum—thus coating each cord and virtually eliminating internal heat and friction.

Another is Firestone air bag curing, with its 200 pound pressure, which places every cord accurately and equalizes the tension.

By blending the rubbers of different plantations and types, and by tempering it before mixing, Firestone men add still more mileage.

Many cord tires are good—a few are better—Firestone users say one is best.

Those who have already experienced Firestone mileage, have stopped shopping and experimenting—they have made these cords standard equipment. Investigate your friends' success with Firestone Cords—and buy your next tire accordingly. Come in and get your share of extra mileage.

FABRIC		30 x 3 1/2 10.65	
20 x 3	Oldfield "999" \$7.99	30 x 3	\$ 8.95
20 x 3 1/2	Oldfield "999" 8.99	30 x 3 1/2	10.65
CORD			
20 x 3 1/2	Regular Size \$12.75		
32 x 4	Extra Size 17.50		
32 x 4 1/2	41.99		
33 x 5	52.15		

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Write phone or call for all details. Motor out if you can—take Sheridan Road out to property. Our representatives will be there to give you more information. If you can't motor out take C. & N. W. R. R. or North Shore Electric to Lake Forest and Taxi Cabs will bring you to Northmoor Terrace, at our expense. Words cannot express the rare beauties of this property. Come out and see it for yourselves.

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Address _____
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110 S. Dearborn St.
Chicago, Ill.

EMMERSON TO AID LAW ENFORCEMENT
Instructs Inspectors to Compel Obedience to Safety-First Rules

Automobile investigators, working under orders from Secretary of State Louis L. Emmerson, will devote a great deal of attention this summer to enforcement of safety-first laws of the road. These investigators were used the first time last year by the secretary of state under an act adopted by the last general assembly. There is only a limited number of them and their time this season has been so far principally to rounding up automobile owners who have failed to secure 1922 licenses. They have this work well in hand now and during the remainder of the season will also pay attention to other automobile laws.

They will urge local authorities to co-operate fully in the enforcement of all these laws.

What Law Provides
Safety-first laws of the road include the following:

Regulation regarding the dimming of headlights.

Requiring that automobiles be stopped before going over a grade crossing where there is a "Stop" sign, and that at all other crossings slow down to 10 miles per hour.

Limiting the speed of automobiles to 10 miles per hour in business sections of cities and villages, 15 miles per hour in residence sections, 20 miles per hour in sparsely settled sections, and not to exceed 30 miles an hour on the public highways.

Requiring that automobiles be equipped with good brakes and suitable signalling device.

Prohibiting any person under fifteen years of age from driving a motor vehicle on the public highways unless accompanied by the owner or a licensed chauffeur.

Giving the right of way to persons coming from the right.

Requiring that vehicles keep to the right in passing vehicles coming from the opposite direction and that they pass to the left of vehicles going in the same direction.

Prohibiting the driver from turn-signal by outstretched arm or otherwise.

Prohibiting the driving of an automobile within 10 feet of a street car loading or discharging passengers, except by the express direction of a traffic officer.

Inspectors Will Act

"In the past," Secretary of State Emmerson says, "we have urged strict compliance with all of these safety-first laws, and have asked local authorities to do all in their power to enforce them. That was all we could do until the last legislature gave my office power to appoint inspectors with authority to make arrests."

"Of course, with the limited number of inspectors at my command, I cannot hope actively to enforce these laws in every community, but the inspectors will be moved about in such a way as to get the maximum result. By calling on local authorities at frequent intervals and by publicity, they will be of great benefit in enforcing all of the road laws just as they have been in decreasing violations of the state license law."

"Notwithstanding the remarkable growth in the number of automobiles from 38,000 to nearly 700,000 in the past ten years. Laws regarding their operation have kept pace with changing conditions and the safety provisions relative to the operation of motor vehicles on the public highway are ample for the protection of the public. Like every other law, however, unless these regulations are strictly enforced they fail in their object."

Would Save Life—Subhead 6

"I am firmly convinced that strict compliance with the laws of the road would decrease the number of automobile accidents to practically nothing."

"According to the Division of Vital Statistics of the Department of Public Health, there were 743 fatalities in the state in 1920 due to automobile accidents. Four hundred and fifty of these were in Chicago and 284 in the downstate. Nearly all of these were caused by the failure of one or both parties concerned to obey the rules of the road. Unless these rules are obeyed the automobile, which in other respects is one of the greatest boons of this age, becomes a menace. It should be the concern of every good citizen to report any infraction of the law."

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Sunday morning at 10:45. Sunday school at 12:00 o'clock noon. Wednesday evening Testimonial Service at 8:00 o'clock.

You are cordially invited to attend these services and to visit the Reading Room.

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