

# Dangerous Economy

**T**HE Travelers Insurance Company has just paid a \$6,250 death claim under an accident policy because a front tire blew out and the car went off the roadway and turned over. It's not an unusual kind of claim—rather typical of a number received each year.

"The automobile was a good eight-cylinder car—not a second-hand, low-priced machine, on which one might expect some badly worn, dangerous tires.

"The owner could have afforded good tires but he believed in getting the last thousand miles out of each shoe.

"Is this worth while where life is at stake?

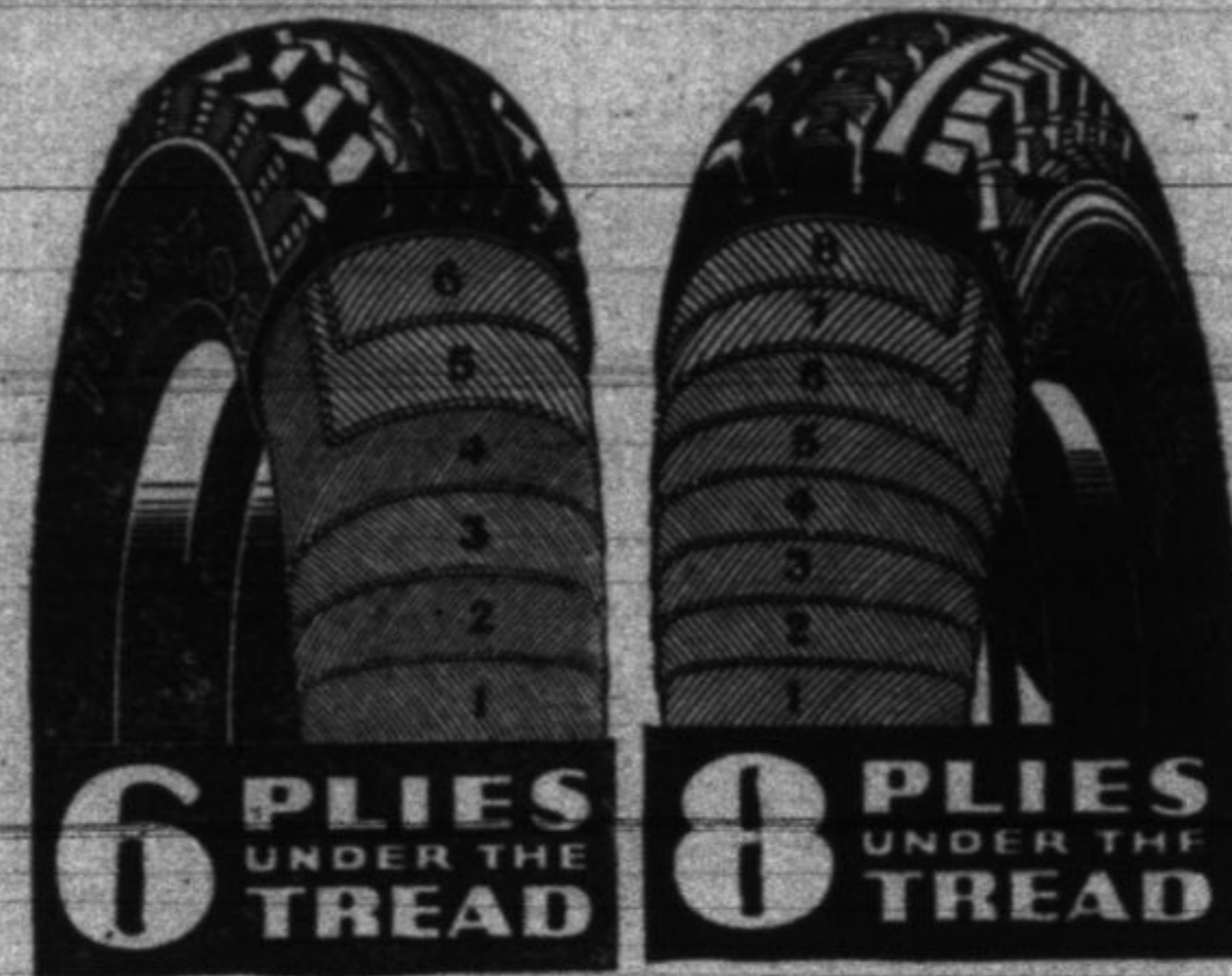
"Good new tires cost from a half to a third of what they did a few years ago.

"To use a tire a few hundred miles more after it is worn either externally or internally doesn't save the owner much. It may cost a life, his own or the life of one dear to him, or the life of a stranger. It may cost several lives.

"Many people are today overlook and safety. They have failed to ing two important facts about tires

change their ideas to accord with the changes that have come in automobile construction and in tire construction and prices.

"One of these facts is that the smaller wheels now in use on cars mean much more wear per thousand miles than bigger wheels meant. The smaller the circumference of the circle the more times it has to turn in



Part Cord and Part Cross-Woven Fabric Construction in Special-Brand Mail Order Tires and others. Note the extra ply under the tread of Cross-Woven Fabric. Threads or cords cross each other, causing internal friction and heat.

All Cord Fabric type construction of all Firestone Gum-Dipped Tires. Note the two extra cord plies under the tread. All cords in each ply are parallel, thus preventing internal friction and heat.

each city block, each mile. Each turn means a complete contact of the tread with the roadway.

"The other point is that the best tires should always be on the front wheels. The occupants of a car have a chance where a rear tire blows, but who can hold a machine on a straight course when a front tire goes and the car is traveling 40 miles an hour or better, or even less? Just a foot or less to the left is frequently an oncoming car, a few feet to the right are usually poles and either a ditch or an embankment, often pedestrians on sidewalks and behind may be coming another car that can't be stopped before it piles into the tangle. In the days of slower cars and two-wheel brakes there may have been reason for putting the best tires in the rear but none exist any more.

"Good rubber all around is better still. And it's the only real economy in the long run.

"When we think of the 33,000 to 35,000 people killed in automobile accidents each year we are inclined to think of them as due to careless driving, careless maintenance of a car, or careless walking. Some, however, are due to false economy."

Winter with its SNOW and slippery pavements is rapidly approaching. Play SAFE and—

## Replace Your Worn Tires Today with Firestone Tires The Safest Tires in the World

**T**HE patented construction features—Gum-Dipping and the Two Extra Cord Plies Under the Tread—give Firestone Tires Extra Safety and Strength found in no other make of tire. With prices lower than ever before it is "penny wise and dollar foolish" to drive on old worn tires.

In addition to Firestone extra values, we give you complete, helpful service. We mount your tires free, check inflation regularly, examine

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Tire Repairing—Truck Tire Service	Rims and Wheel Service
Firestone Batteries	Gasoline—Oil
Battery Testing—Repairing, Recharging	Crankcase Service
Firestone Asbestos Brake Lining	Complete Lubrication Service
Brake Testing—Adjusting—Relining—Brake Drum Truing	Wheel Alignment Checking
	Electrical and Ignition Service
	Road Service—Air—Water

tires for cuts and bruises, and otherwise help you get greatest safety and mileage from your tires.

We sell and service Firestone Batteries, Brake Lining, Rims, Spark Plugs and Accessories, also Gasoline, Oil and Lubrication. Here, at one stop, you can secure everything for your car except mechanical repairs. This convenient service saves you time and money.

## Haak's Auto Supply Co.

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