A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.
TRAFFIC was heavy that blistering hot Summer afternoon as Mr. E. P. Keenan of Chicago, returning from a business trip, sped along Waukegan Road. His passenger, a fellow salesman, did most of the talking. Mr. Keenan was too busy keeping one eye glued on the oncoming traffic in the other lane.

"We're making pretty good time," Keenan's pal said. He couldn't reach "Home Sweet Home" quickly enough.

A Close Shave

Bang! Like a thunderbolt the staccato crack of a blow-out rose above the roar of the motor. The fateful screech of tires skidding over the road froze Keenan to the wheel. Another car from behind swerved and barely missed him.

In desperation Mr. Keenan gave the steering wheel one final, frenzied tug. The car bolted—swung to the right just in time to miss a moving van by inches—and came to a stop at the brink of a deep ditch.

They were safe—yes. But after that close call no wonder Mr. E. P. Keenan will tell you that he now "believes in miracles."

The sad part of it, though, is that all motorists are not as lucky as Mr. Keenan. Because I understand that thousands are killed or injured in blow-out accidents every year.

It took Goodrich engineers to fight this driving hazard for American motorists and provide them with a real defense against treacherous high-speed blow-outs. They invented the now famous Life-Saver Golden Ply which is found only in Goodrich Silvertown Tires. This remarkable Golden Ply is a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. By resisting this heat, I am told, the Golden Ply keeps rubber and fabric from separating—keeps blisters from forming. Thus the dangerous blow-out that might have been, never gets a start.

Are Your Tires Safe?

You can bet your bottom dollar that Mr. E. P. Keenan, of Chicago, is now riding on Silvertowns. Because for safer motoring he's convinced that there are no safer tires than Goodrich Golden Ply Silvertowns. My advice to every motorist who has his own and his family's safety at heart is to see these lifesaving tires at any Goodrich Silvertown Store or Goodrich dealer. The sooner the safer. You pay no price premium for these super-quality tires.

Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection

(Please favor our advertisers when checking coupon facing Page V. Thank you — The Editor.)
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PROOF 2
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PROOF 5
GREATER SAVE-ABILITY

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Instantly releases ice-cubes
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known before. Don't be satisfied with less. And
don't buy on mere claims. Demand PROOF.
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avoid disappointment.

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So many ways to serve it! In bricks slices, covered with jam or flavors syrup. In a stemmed glass, with seltzer water. With crackers or bakery delicacies. Or just plain, in any of the 11 delicious flavors!

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