

ACCIDENTS DON'T HAPPEN

row at the state prison."

first visit to the death row in Raleigh. I oppose capital punishment, for there is worse punishment than death. By the help of the Rockefeller foundation we are studying the record, or life history of 31 men in the state who have been in the death

Most people think of accidents as

happening, as something unavoidable. Bungenerally back of every accident is a cause. For this reason, an accident death toll of 80,000 persons killed each year is useless.

Excepting those of natural origin —earthquakes, cloudbursts, Cyclones, cloods, etc.,—experience of recent years points clearly to the conclusion that most accidents are avoidable.

The industrial safety movement, according to the testimony of experts in that field, has shown over and over again that accidents are preventable. If, then, they can be avoided by human agency, they are not accidents at all.

It has been demonstrated that fires an be reduced by the fire prevenion movement. We know that while ome automobile drivers have many cridents, others driving under simr conditions have almost none. Once the safety habit is establishd, it is not difficult to maintain.—

Whatever became of the old-fashned girl who, at this time of year, ad a dresser drawer full of dolies ad fancy work prepared for Christ-

lany Sufferers From NEURALGI/ ave been lieved bu L. MILES nti-Pain Pills hen you're suffering, mmon sense and good medpractice agree that someng should be done tolelieve the Pain. Dr. Miles' Anti-Pain Pills usually effective in Monthly Pains Headache ackache Neuralgia oothache

and pains caused by heumatism and Neuritis. Ie will be glad to send you samples for 2c in stamps. . Miles Medical Company,





"There's a sucker born every minute," said Barnum. Had he lived in these piping times he probably would have added, "—and there's two tire dealers to catch him."

Well, it's your own fault. We've been tooting away in these pages for months, tipping you off to the pitfalls and the snares.

We've told you about the padded list price, boosted to allow for just the "discounts" you angle for. We've told you the inside of the "long trade" and the "special deal."

We've emphasized the fallacy of trying to get "something for nothing," and of trying to out-smart the other fellow at his own game.

Dependable Value

Some of you just won't listen. But with an increasing number of sensible people, the old days of catch-as-catch-can buying are gone.

Why not? they ask. Why, in my tire-buying, shouldn't I have the same guaranties of dependable value and uniform price as I get in buying other things?

Well, they've learned that they get these assurances of fair

dealing and money's worth when they trade with us.

There is every reason why it should be. We sell the best tires made—Goodyear Tires you know how good THEY are.

I have them in every size and

type, to fit every requirement, at prices based squarely on value, Nobody can buy tires of equal quality cheaper than we can, with our volume and experience. No one can sell them cheaper than we do and stay in business.

So long as we have the tire and the type and the prices and the right policy of doing business—why shouldn't they trade with us?

Intelligent Service, Too

Moreover, our men have another function than just selling tires. They're trained to be "tire engineers." It's part of their job to sell you THE TIRE THAT WILL SERVE YOU BEST.

They know we're serious when we say WE DO NOT WANT TO SELL A TIRE TO ANYONE UNLESS THE TIRE SOLD WILL GIVE THE CUSTOMER VALUE RECEIVED.

So they make sure the tire you buy is the one you ought to have, and after you have bought it, they counsel you how to care for it, so that you will get THE LOWEST TIRE COST PER MILE.

As people are learning about our policy and service our business is steadily growing. Right now it is at the high point of several years' operation. We mean to keep it growing, by DE-SERVING your patronage.

Of course, this open-face pol-

icy won't appeal to some people. They like a dicker, or a "special." Well, it simply goes to prove that in certain cases Barnum was right—but conservative.

Cliffside Motor Company

Low Priced Mileage

Every Goodyear Tire is a high quality tire, built to deliver low

priced mileage on the price paid. Here are some of my present

offerings on Pathfinders:

CLIFFSIDE,

North Carolina