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## Why pay Tire Bills for Others i. e., for RECKLESS Drivers



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 proves. -But, they can also be sold on a PREMIUM basis, whereby the "Safe and Sane" Car-Owner pays for the Speeding Propensities, and Careless Driving, of Tires in half their natural Life and Mileage. Speed-Maniacs and Careless-Drivers may very PROPERLY pay the Pre-
muin over normal Value (which is really an Insurance Premium), on fancymriced Tires.
ful Car-Owners, the Premium they pay may be less than half what other Careful Car-Owners indirectly contribute for them, when buying the same brand of Premium-priced Thires, and using them so reasonably that practically no "adjust-
ments" are, in their case, demanded, though paid for in the Premiumed Price.














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