



# The Whole Secret of A Better Tire

*Simply a Matter of the Maker's Policies*

This you will realize—once you try a Brunswick—that a super-tire is possible only when the name certifies that the maker is following the highest standards.

For tire making is chiefly a matter of standards and policies—cost plus care. Any maker can build a good tire if he cares to pay perfection's price.

All men know Brunswick standards, for Brunswick products have been famous for 74 years.

Formulas, fabrics and standards vary vastly in cost. Reinforcements, plies and thickness are a matter of expense. And these variations affect endurance. It rests with the maker how far he wishes to go—how much he can afford to give.

For there are no secrets nor patents to hold one back.

To ascertain what each maker offers one must analyze and test some 200 tires—as our laboratories have done.

Then it is a matter of combining the best features and building according to the highest standards.

Once you try a Brunswick you will understand how we have built model tires, regardless of factory expense.

Yet Brunswick Tires cost you the same as other like-type tires. Our saving is on selling cost, through our nation-wide organization.

We realize that you expect more from Brunswicks, and we assure you that you get it. ONE Brunswick will tell you the story.

And then you'll want ALL Brunswicks. No other tire, you'll agree, gives so much for your money.

THE BRUNSWICK-BALKE-COLLENDER CO.  
Portland Headquarters: 46-48 Fifth Street

*Sold On An Unlimited Mileage  
Guarantee Basis*



Cord Tires with "Driving" and "Swastika" Skid-Not Treads  
Fabric Tires in "Plain," "Ribbed" and "BBC" Skid-Not Treads

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