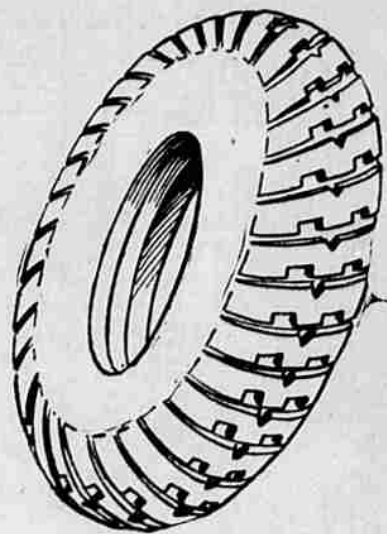


Never has tire care and conservation been more necessary than NOW. Every citizen or motorist has the personal responsibility of seeing to it that his tires are safe—that they will give every possible mile of travel. The only way that this can be assured is by regular inspection and prompt repairing or recapping. All of the optimistic hopes in regard to new tires fade into gloom with the realization that the Army needs more tires than ever before. These needs are paramount to everything else. Therefore your duty is to see that your tires give new mileage, and tire servicemen are ready to give you their aid.

CHECK TIRE



YOUR WEEK

Take A Look at Your Tires—Are They Smooth? That Is Ruinous to the Casing and Dangerous—Have Your Tires Inspected During This Week

BEGINNING MONDAY, MARCH 19

"Our soldiers on the German frontier know that the road to Berlin must be traveled on rubber tires. Each soldier is doing his individual part in the greatest tire conservation campaign in history. Army trucks and jeeps in Europe are not turning over their wheels an unnecessary mile. In the back areas and along the fighting fronts, soldiers are recapping tires by the thousands, salvaging precious mileage, making the trucks run longer, hauling more tons of vital ammunition, material and supplies. If we at home are half as realistic as our fighting men, if we work half as hard to save the tires we do have, we will go a long way toward solving this most vexing problem. I urge all workers in war plants to watch their tire pressures, to repair and recap before it's too late."

BREHON SOMERVELL,
Lieutenant General, Commanding.



EVERY TIRE MUST GIVE EVERY POSSIBLE MILE

The greatest stockpile of rubber is still on the wheels of American motorists. It has been left in your care with the hope that your responsibilities will be fully realized and that you will protect the tires on your car. Only moderate care is necessary—such fundamentals as driving within moderate speed limits—keeping tires properly inflated—having tires repaired at the first sign of a bruise or break—and MOST IMPORTANT—to have your tires recapped when they are worn smooth. Your tire serviceman, who has kept you rolling, will do his share in careful inspection and sound advice based on intimate knowledge of tire ailments and what to do to correct them and give new tire mileage.

According to rationing regulations of the Office of Price Administration the fact that you do not take adequate care of your tires may be considered abuse. Under such conditions, you may be refused new tires even though you may be eligible. Tire care and conservation is YOUR individual responsibility. The need for extra tire care is urgent at this time and "CHECK-YOUR-TIRE WEEK" has the full indorsement of the Office of Price Administration and other Government agencies which are interested in conserving our home supply so that the needs of the armed forces can be fully met. Get every possible mile out of your tire by regular inspection and heeding the advice of the firms listed below who know real tire conservation.

Have Your
TIRES
Inspected

Thousands of truck tires are ruined each day on the fighting fronts. Rubber-tired mobile guns, ammunition and supply trucks, kitchen equipment—hundreds of different kinds of trucks are subject to heavy bombardment, travel over shell-pocked roads—all of which reduces the life of the tire. Extreme care must be given to truck tires on the home front. There are not enough to meet the demand. The answer is to balance loads, properly match duals and have repairs made at the first indication of a bruise or break. Recapping will give adequate safe mileage at low cost per mile. It's the answer to "Keep Rolling."

Repair--
RECAP
In Time!

These Dealers Assure You of Safe and Satisfactory Mileage -- By Expert Tire Care -- Do Your Part

BALSIGER MOTOR CO.
BLACK and WHITE SERVICE
BURNES MOTORS

KLAMATH FALLS TIRE CO.
MONARCH SERVICE STATION
J. W. KERNS

COMMERCIAL TIRE SERVICE

This Campaign Is Sponsored Nationally, in Cooperation with the Government, as a Service to the Nation by
NATIONAL ASSOCIATION OF INDEPENDENT TIRE DEALERS, INC.