

January 16, 1932

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**This is
how it Feels**

a short story by

**Frederick
Hazlitt
Brennan**



Gland Time in Kansas - By Walter Davenport

JAN. 16, 1932

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Now..

Double the Mileage

Every car owner should know the truth. The new Weed American tire chain doubles the mileage of ordinary chains, thanks to a special alloy known as Weedalloy, and to improvements in design accomplished by years of research and road tests.

70% more mileage was what we promised for Weed American last year. Over 100% more mileage was what thousands of car owners actually got.

Never content, we strive constantly to make our products still better. Thus, our metallurgists, research and development engineers, found this harder, tougher metal, Weedalloy, that more than doubles the mileage of tire chains driven at speeds of from 20 to 40 miles per hour, over the road

conditions most destructive to tire chains, namely, alternate stretches of snow and bare pavement.

Now we say "double the mileage," confident that Weed Americans will give much more than that. This means greater economy. It should mean greater safety through more frequent use of chains. Our national skidding accident bill is an appalling waste. Last year 2,112 persons were killed and 52,928 were injured in skidding accidents.

Get genuine Weed Americans. Look for **RED** connecting hooks stamped "Weed," gray galvanized welded side chains, and brass plated cross chains with reinforcing bars double welded across the contact links.

Made exclusively by the AMERICAN CHAIN COMPANY, Inc., Bridgeport, Conn.
World's Largest Manufacturers of Welded and Weldless Chains for all Purposes
In Canada: Dominion Chain Company, Ltd., Niagara Falls, Ontario

WEED AMERICAN TIRE CHAINS



The popular Weed Chain Radio Program every Wednesday evening at 10:15 Eastern, 9:15 Central, 8:15 Mountain Standard Time, over a network of Columbia Broadcasting Stations, including: WADC, WCAO, WLBZ, WAAB, WKBW, WGN, WKRC, WHK, WXYZ, WOWO, WDRC, KRLD, KFJF, WCCO, KMBC, WABC, WCAU, WIAS, KMOX, WFBI, WSPD, WMAL, KLZ, KDYL, CKAC