

PITTSBURGH'S NEWEST AUTO SUPPLY STORE

Pittsburgh's newest auto supply store, trading under the name of the Almotor Supply Company, is now open at the corner of Third Avenue and Wood Street, under the direct management of Alvin Meyers. "Al," as he is familiarly known to his thousands of friends in the city of Pittsburgh and the surrounding towns, will always be on hand to extend his personal services to the motoring public.

In point of service, Al is considered one of the oldest salesmen catering to the motoring public. Starting in the Wood Street district in 1915, he has been continuously located in the downtown district with the exception of serving in the World War for a period of twenty-one months. In his new store he will offer a complete line of auto supplies as well as Fisk Tires and Tubes at exceptionally low prices. His slogan is "Big Values at Little Al's."

In selecting a tire for representation in the downtown district, Al considered every make and grade of tire, regardless of price. The Fisk Tires and Tubes were finally selected, be-

cause the Fisk make of tire and tubes offer the Pittsburgh motorist the finest tire built, both in high pressure and balloon tire that money can buy. The Fisk Rubber Company is the only firm that has never changed the tread designs on its tires, nor has it ever removed any of the material from its tires, and it is the only tire with a well-balanced tread. The Fisk Tubes are especially heavily constructed, having a steam splice, and are water tested.

Contrary to the belief that a tire will give more service because of a heavy tread, it has proven that the Fisk Tire, with its well-balanced tread, will out-last and out-wear a heavier tread, inasmuch as it will not creep.

It might be of interest to the readers of the CRITERION in the Monongahela Valley, and especially the motoring public, to know that Mr. Joe Weiss, formerly of Braddock, Pa., is in charge of the sales department of this new firm.

A special invitation is extended to the large number of friends and acquaintances of both Mr. Alvin Meyers and Mr. Joe Weiss, to visit this newest automotive supply store, and to take advantage of the low prices, excellent service and courteous treatment offered.