## Firestone Why Gum-Dipping is so Important to Car Owners

 GUM-DIPPING-the Firestone extra process builds into tires extra quality by impregnating and insulating every fiber of every cord with rubber.This exclusive method is carried out in special Gum-Dipping plants, after which the cords are put through the usual calendering process.

By this method, added strength and flexibility are imparted to the cords, makeing Gum-Dipped Balloons most serviceable and enduring over rough roads.

Save money -buy Gum-Dipped Balloons now-while prices are low. most males per dollar

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