



Gum-Dipped -- Plus A New Scientific Balloon Tread

Another Reason Why

Firestone Tires

Are Better



"Gum-Dipped" has become more than a Firestone slogan—it has become the tire "buy-word" because gum-dipped Firestones have provided that tough, wear-resisting resiliency to be had only in live rubber thus applied.

But here is a new reason why Firestones are better—a scientifically designed balloon tread that gives greater wearing and road-clinging qualities than ever. Because of the principle of low-pressure tire, the wear is no longer in the center but toward

the outer edges of the tread. Center grooves and narrow rider strips permit easy flexing, add safety and skid-protection. This tough, pliable tread has the wear-resisting qualities that give thousands of extra miles of service.

If you want the economy, comfort, and safety of Gum-Dipped Tires, let us equip you with these new Firestone Balloons. We would like to explain a few of the features that make Firestones better. (Like Firestones, the Oldfield line—Firestone's economy tire—is fully guaranteed.)

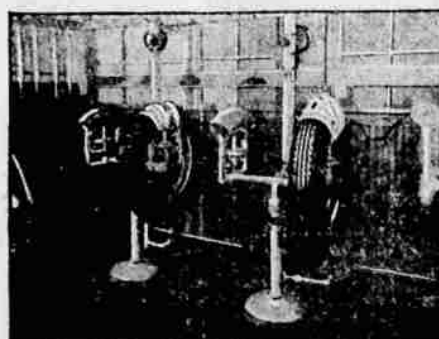


Firestones Stocked In All Sizes 40x8 Down!

Perfect Service Behind
Every Tire We Sell

Complete Firestone Vulcanizing
Equipment.

All Passenger Sizes Repaired.
Every Repair Completely Guar-
anteed.



Oldfield Tires at
Mail Order Prices

30 x 3½	\$8.25
Cord	
30 x 3½	\$9.25
Oversize	
32 x 4	\$14.85
Oversize	
29 x 4.40	\$10.05
Balloon	

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