

# Firestone Again Brings New REDUCED PRICES

Enjoy EXTRA Safety and COMFORT on Decoration Day



Now more than ever Firestone tires appeal to the thrifty. Firestone is the tire that taught THRIFT to Millions. They give extra values at the lowest prices ever known.

Prepare now for the Decoration Day week-end. Enjoy the assurance that you are riding on the finest tires you can buy while you're having your holiday.

You owe it to yourself and to your family to equip your car with Firestone tires—the strongest and safest tires you can buy—and at a price you can afford to pay.

Firestone Batteries, Firestone Spark Plugs, Firestone Brake Lining, Firestone Rims and Firestone Accessories will do their part toward contributing to your motoring happiness over the week-end holiday. Drive in and let us equip your car today.

### Extra Values GUM-DIPPED CORDS

The Firestone patented Gum-Dipping process transforms the cord coils into a strong, tough, heavy wall. Liquid rubber penetrates every cord and coats every fiber, guarding against internal friction and heat, greatly increasing the strength of the cord body, and giving longer life.

### TWO EXTRA CORD PLYS UNDER THE TREAD

This is a patented construction, and the two extra cord plies are so placed that you get 50% stronger bond between tread and cord body, and tests show 26% greater protection against punctures and blowouts. It sets a new standard for tire performance on high speed cars.

### NON-SKID TREAD

Tough, live rubber specially compounded for long slow wear. Scientifically designed non-skid gives greater traction and safe, quiet performance.

Make of Car	Tire Size	Firestone Quilch Type Cash Price Each	Firestone Quilch Type Cash Price Per Pair	Make of Car	Tire Size	Firestone Quilch Type Cash Price Each	Firestone Quilch Type Cash Price Per Pair
Ford	4.40-21	\$4.79	\$9.58	Chrysler	6.00-18	\$10.60	\$21.20
Chevrolet	4.50-20	\$5.35	\$10.70	Studebaker	6.00-18	\$10.60	\$21.20
Yord	4.50-21	\$5.43	\$10.86	Willys	6.00-18	\$10.60	\$21.20
Ford	4.75-19	\$6.33	\$12.66	Packard	6.00-19	\$10.95	\$21.90
Chevrolet	4.75-19	\$6.33	\$12.66	Hudson	6.00-19	\$10.95	\$21.90
Whippet	4.75-20	\$6.43	\$12.86	Studebaker	6.00-20	\$11.10	\$22.20
Erskine	4.75-20	\$6.43	\$12.86	Plymouth	6.00-21	\$11.10	\$22.20
Plymouth	5.00-19	\$6.95	\$13.90	Chrysler	6.00-21	\$11.10	\$22.20
Chandler	5.00-19	\$6.95	\$13.90	Hudson	6.00-21	\$11.10	\$22.20
DeSoto	5.00-19	\$6.95	\$13.90	Studebaker	6.00-21	\$11.10	\$22.20
Dodge	5.00-19	\$6.95	\$13.90	Willys	6.00-21	\$11.10	\$22.20
Herron	5.00-19	\$6.95	\$13.90	Packard	6.00-21	\$11.10	\$22.20
Paige	5.00-19	\$6.95	\$13.90	Plymouth	6.00-21	\$11.10	\$22.20
Pontiac	5.00-19	\$6.95	\$13.90	Chrysler	6.00-21	\$11.10	\$22.20
Home	5.00-19	\$6.95	\$13.90	Hudson	6.00-21	\$11.10	\$22.20
Willys-K	5.00-19	\$6.95	\$13.90	Studebaker	6.00-21	\$11.10	\$22.20
Kaess	5.00-20	\$6.75	\$13.50	Willys	6.00-21	\$11.10	\$22.20
Nash	5.00-20	\$6.75	\$13.50	Packard	6.00-21	\$11.10	\$22.20
Kaess	5.00-21	\$6.98	\$13.96	Plymouth	6.00-21	\$11.10	\$22.20
Olds	5.00-21	\$6.98	\$13.96	Chrysler	6.00-21	\$11.10	\$22.20
Olds	5.00-21	\$6.98	\$13.96	Hudson	6.00-21	\$11.10	\$22.20
Olds	5.00-21	\$6.98	\$13.96	Studebaker	6.00-21	\$11.10	\$22.20
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