

# To Our 42,000 Tire Dealers

Don't wait for the "word of mouth" advertising, or for our own announcements, to reach all of your customers about the Special Molded 3½-in. Firestone Tire.

Every user of 3½-in. sizes ought to know that he can now get the tire of standard quality at prices he has paid for the "bargain" or "shopping" kind.

The heavy buying season is on. Spread this news in your own locality over your name. The car owner will appreciate your effort to give him this advantage promptly.

Put a sign in your window reading as follows only, of course, as big as you can make it. That will bring them in and give you a chance to explain why Tires and Tubes of Firestone quality can be sold at these prices.

Be sure to present the following reasons, because some car owners can hardly believe that tires and tubes of first quality are offered this low:

<b>Firestone 3½-inch Special Molded Tire</b>		
<b>At These Prices</b>		
	<small>Non-Skid</small>	<small>Gray Tube</small>
<b>30 x 3½</b>	<b>\$18<sup>00</sup></b>	<b>\$3<sup>25</sup></b>
<b>32 x 3½</b>	<b>\$21<sup>00</sup></b>	<b>\$3<sup>70</sup></b>
<b>6,000 Miles</b>		

Firestone financial resources, \$73,000,000;

Firestone organization in Singapore selecting rubber and shipping direct, insuring first quality and saving 3c a pound;

Firestone directing fabric mill to insure highest grade and uniform supply at lowest possible cost;

A \$7,000,000 factory separate from the main plant, devoted exclusively to 3½-inch tires and tubes;

A daily capacity of 16,000 tires and 20,000 tubes, all 3½-in. size;

Over 90% of the organization own stock in the Company.

The Firestone system of branch houses cuts the cost of sales and service. The car owner gets the benefit in more mileage for less money.

You know what all these things mean in terms of manufacturing economy. Tell them to car owners now more than ever.

They will understand quick enough that these low prices are possible only because Firestone is years ahead of ordinary practice in organizing, in manufacturing ability and equipment.

Spread the news in your locality. Your customers deserve this tire. You deserve their patronage. It's just one more big chapter in the Firestone program of most miles per dollar.

*This is the*  
**Firestone**  
*year*