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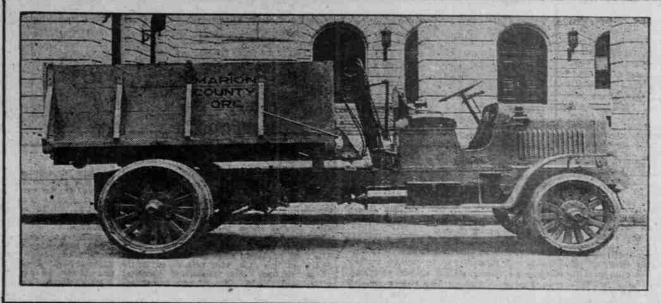




Francis Motor Car Company

Wholesale and Retail
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Perfection Asbestos Protected Tires

THE ACME OF PERFECTION



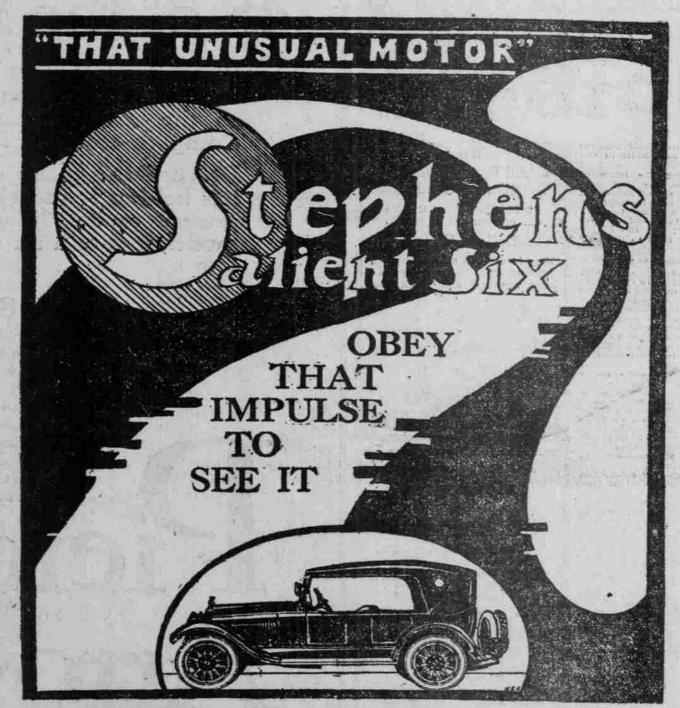
Sold on a Real Mileage Guarantee of 8000 Miles on All Non-Shids 6000 Miles on All Rib-Shids

- PERFECTION ASBESTOS PROTECTED TIRES have everything that other high-grade tires have in their construction and in addition thereto have an extra ply of the strongest Sea Island fabric, also an ASBESTOS BREAKER STRIP of our own weaving.
- EVERY TIRE is built by the careful HAND-MADE process, by expert tire builders, under the most rigid inspection at all times.
- RUBBER TREAD has a tougher wearing, road-resisting quality than commonly used, due to the fact that our exclusive open weave ASBESTOS BREAKER STRIP protecting the fabric, enables us to subject the tires, in the curing process, to the degree of heat necessary for a thorough cure.
- FAMOUS for their mileage, and FULLY GUARANTEED by one of the world's largest organizations—NEMOURS TRADING CORPORATION, New York City.
- ELIMINATES tread separation. More than ninety per cent of tire troubles are caused by loose treads which eventually spells blowouts. The ASBESTOS BREAKER STRIP prevents this and the cotton fabric is unaffected by moisture, acids or grease, and particularly by heat generated from road friction.
- CANDIDLY speaking, we do not see how it is possible to build better tires or give better value for the money. Every ounce of material entering into the construction of PERFECTION TIRES, from the tread rubber down to the bead stock, is of the best quality the market affords.
- TO PROVE the economy in buying PERFECTION TIRES figure actual cost per one hundred miles and you will readily see that PERFECTION TIRES cost no more than other high-grade tires and in the majority of instances much less.
- I TREQUIRES sixty pounds to the inch to separate the tread rubber from the ASBESTOS BREAKER STRIP, and fifty-eight pounds to the inch to separate the breaker strip from the outer ply of fabric on PERFECTION TIRES. This test proves, without doubt, that the union between tread and carcass on PERFECTION TIRES is fifty to one hundred per cent stronger than the best quality all-cotton fabric tires.
- OUR TIRES are made by the PERFECTION TIRE & RUBBER CO. of Fort Madison, Iowa, and Wabash, Ind., and are a proven success. They are properly balanced and resilient, yet tough enough to resist the wear of rough roads, built in every way for a career of wonderful service. Our red tubes are also unsurpassed.
- NOW that we have told you about the PERFECTION ASBESTOS PROTECTED TIRES, why not start the New Year right by trying say one tire and test it out with any other make? We feel confident you will not only be satisfied but more than pleased.

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