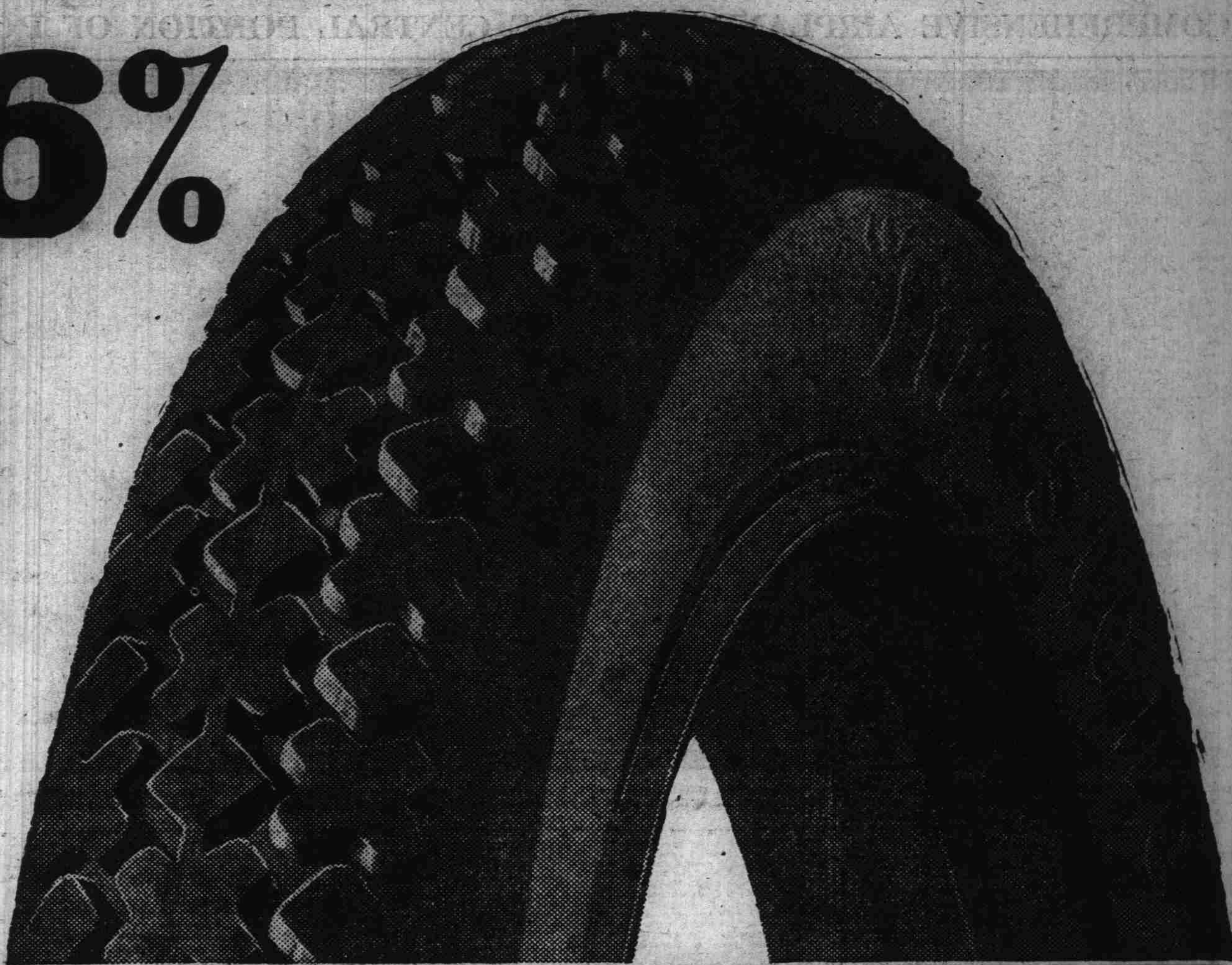


Why 436%

*more Firestone Cord
Tires sold from No-
vember 1st to April
30th than for the
corresponding peri-
od last year—more
than five to one.*



Because five men are buying Firestone Cords for every one that bought last year—or because the men who tried a Firestone Cord last year are equipping all 'round, including spares, this year.

Because the Firestone Cord Tire, first of the new standard oversize, proved the extra value in more material, greater air capacity—more mileage for your money. Most miles per dollar.

***Because, last year's pioneer
is this year's leader!***

Firestone