

# Firestone

**HAS NOT CUT QUALITY TO MEET TODAY'S "WAR" PRICES**  
**Buy Now! PRICES must GO UP!**



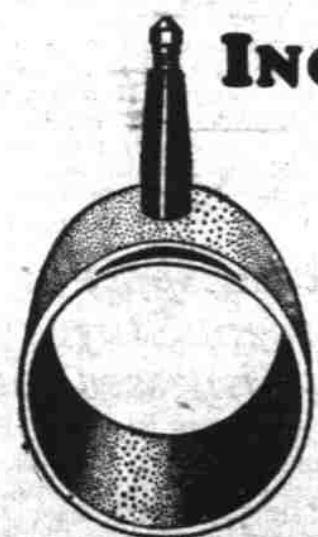
*The* **GOLD STANDARD**  
*of* **Tire Values**

## THE MASTERPIECE OF TIRE CONSTRUCTION

RACE DRIVERS know tires. It is their business to know tires—it means life or death to them. These men know that a tire that holds all world's records on road and track must be a masterpiece of tire construction. They know it must have superior materials, must be scientifically designed, and must be made by master tire builders. That is why Firestone High Speed Tires are First Choice of race drivers and have been on the winning cars for 13 consecutive years in the 500-mile Indianapolis race—the most gruelling test for any tire.

Road speeds of today are the racing speeds of yesterday. Yet millions of motorists gamble with their lives by using inferior and thin, worn tires on their cars. Guard the safety of yourself and your family with the strongest, safest non-skid tires—made by master tire builders. Have your car completely equipped with a set of these Extra Value tires with the patented construction features of Gum-Dipping and Two Extra Gum-Dipped Cord Plies Under the Tread, at prices you may never be able to duplicate. Your dealer will give you a liberal allowance for your old tires.

Remember—Your Brakes Can Stop Your Wheels But Your Tires Must Stop Your Car!



### INCREASED TIRE MILEAGE with the **New Firestone SEALTYTE Leakproof TUBE**

The inside of the tube is coated with a special compound which seals against air loss. Constant air pressure is maintained, which increases tire mileage and safety. The tube has a tapered rubber valve which seals the rim valve hole, keeping out moisture and dirt. The rubber valve base is an integral part of the valve stem, built and vulcanized into the tube.

**MOTORISTS!** Save money NOW! Firestone quality is higher than ever—prices are lower than ever. These tire "war" prices cannot last—equip your car at once and get these great values before prices go up!

There is no reduction in the quality of Firestone Tires. Tremendous savings are made possible by the fact that Firestone owns and controls every step in the building of Firestone Tires and distributes direct to dealers from factories and warehouses—a one-profit, low-expense system.

Firestone Tires are not made by cheap labor—to sell at a price. Every tire is built with the patented Firestone features of Gum-Dipping and Two Extra Gum-Dipped Cord Plies under a Scientifically Designed Safety Tread—to give you Added Safety and Longer Mileage. Only Firestone Has These Extra Values—THEY COST YOU NO MORE.

Take advantage of these great savings—you may never again have such an opportunity—Buy Firestone Tires with the confidence that they are built up to a quality—not down to a price.

## GREATEST TIRE VALUES EVER OFFERED

HERE ARE the lines of tires—each with the name "Firestone" branded on the sidewall—that excel in quality, yet are priced as low as other standard brands or special brand tires made without the manufacturer's name and guarantee and offered for sale by department stores, oil companies and mail-order catalog houses.

### Announcing THE NEW **Firestone** SUPER OLDFIELD TYPE

Equal in quality to standard brand, first line tires. See this new Firestone Tire at your local dealer's store. Note the deep cut, thick, wide tread—the rugged dependability and the striking appearance. Compare its quality with other standard lines. Here's value unequalled at prices that afford real savings.

#### FIRESTONE OLDFIELD TYPE

The tire that is demonstrated superior in quality and construction to the first line, special brand tires sold by mail order houses and others. *The Tire That Taught Thrift to Millions.*

#### FIRESTONE SENTINEL TYPE

A tire demonstrated as better quality, construction and workmanship, than the second line, special brand tires sold by mail order houses and others.

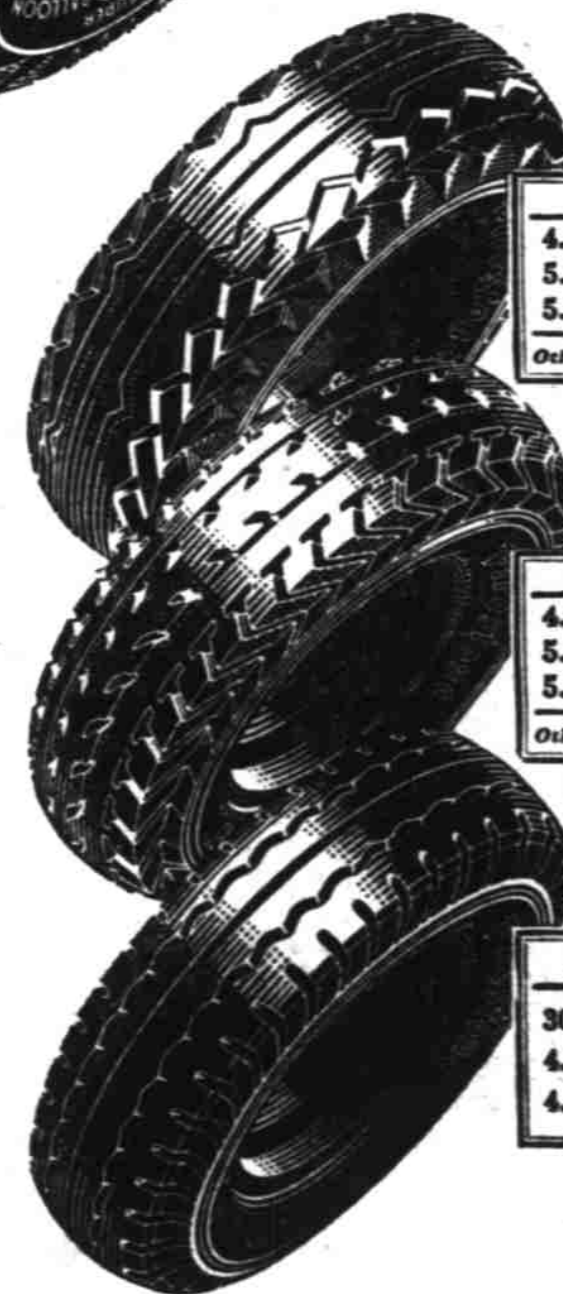
#### FIRESTONE COURIER TYPE

A tire of good quality and workmanship—carries the Firestone name and full guarantee—sold as low as many cheap special brand tires manufactured to a price.

**COMPARE CONSTRUCTION • QUALITY • PRICE**  
 at any one of the 30,000 Firestone Dealers and Firestone Service Stores



4.40-21	
<b>\$5.08</b>	
SIZE	PRICE
4.50-21	\$5.65
4.75-19	6.15
5.00-20	6.79
5.25-18	7.43
<small>Other Sizes Proportionately Low</small>	



4.40-21	
<b>\$4.50</b>	
SIZE	PRICE
4.75-19	\$5.50
5.00-19	5.85
5.25-18	6.60
<small>Other Sizes Proportionately Low</small>	

4.40-21	
<b>\$4.05</b>	
SIZE	PRICE
4.75-19	\$4.95
5.00-19	5.27
5.25-18	5.95
<small>Other Sizes Proportionately Low</small>	

4.40-21	
<b>\$3.45</b>	
SIZE	PRICE
30x3 1/2	\$3.35
4.50-21	4.05
4.75-19	4.45

### Firestone BATTERIES

Manufactured in Firestone Battery factories with the most efficient machinery, engineering advantages and expert workmanship. All makes of batteries tested FREE.



**\$5.40** and your old battery

**MAGNEX BATTERIES \$3.95** and your old battery

### Firestone BRAKE LINING

The new Firestone Aquapuf Brake Lining, built in Firestone's own factories, is made waterproof by the new "Aquapufing" process, which gives amazing results—no grabbing, no chatter, no squeal—Now, a soft, uniform pedal and positive braking control in any weather. Have your brakes tested TODAY. This service is FREE.



### Firestone SPARK PLUGS

Precision built in Firestone's own factories—laboratory tested. Install a set of Firestone Spark Plugs now and save gasoline. Spark Plugs Tested Free by Firestone Dealers and Firestone Service Stores.



**MAGNEX SPARK PLUGS 3 for \$1.00**

**30,000 FIRESTONE DEALERS and FIRESTONE SERVICE STORES**  
 The Greatest Distribution and Service System in the World