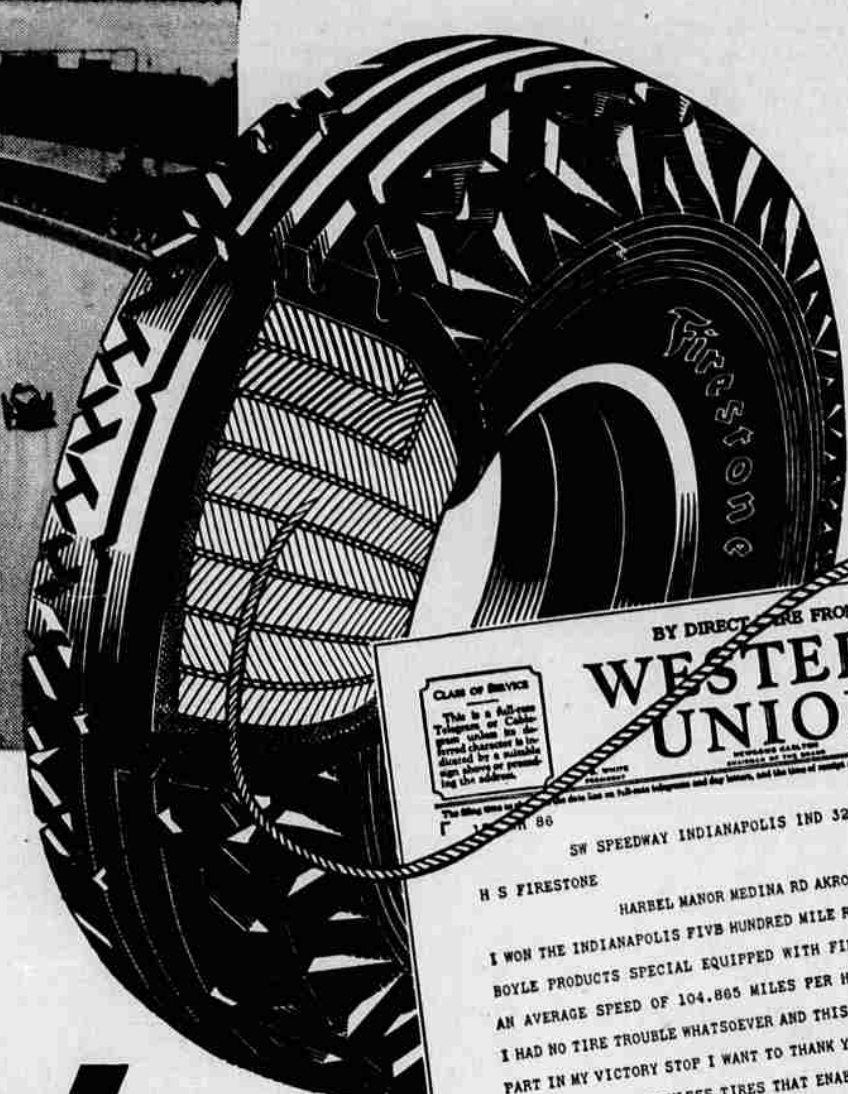
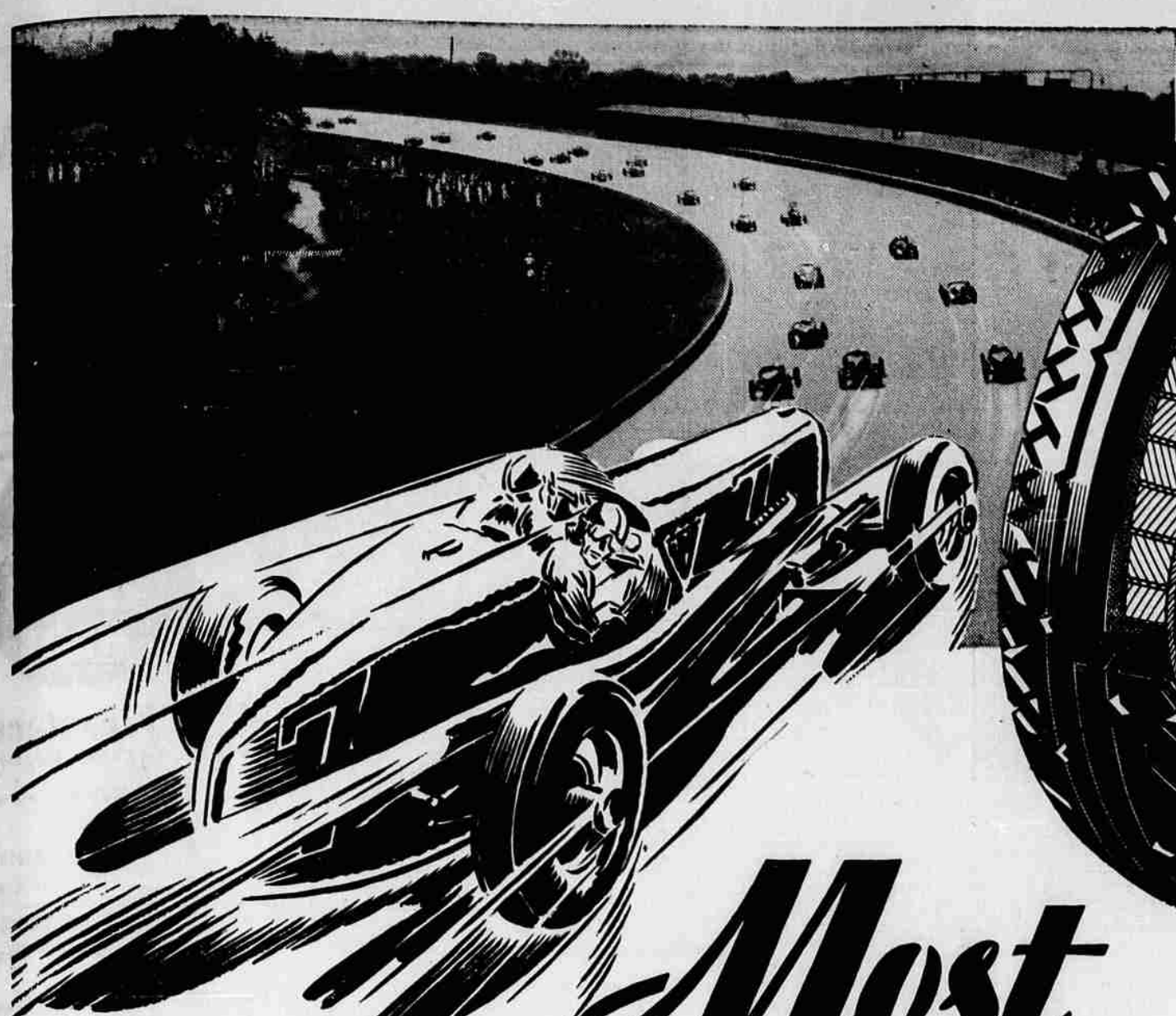
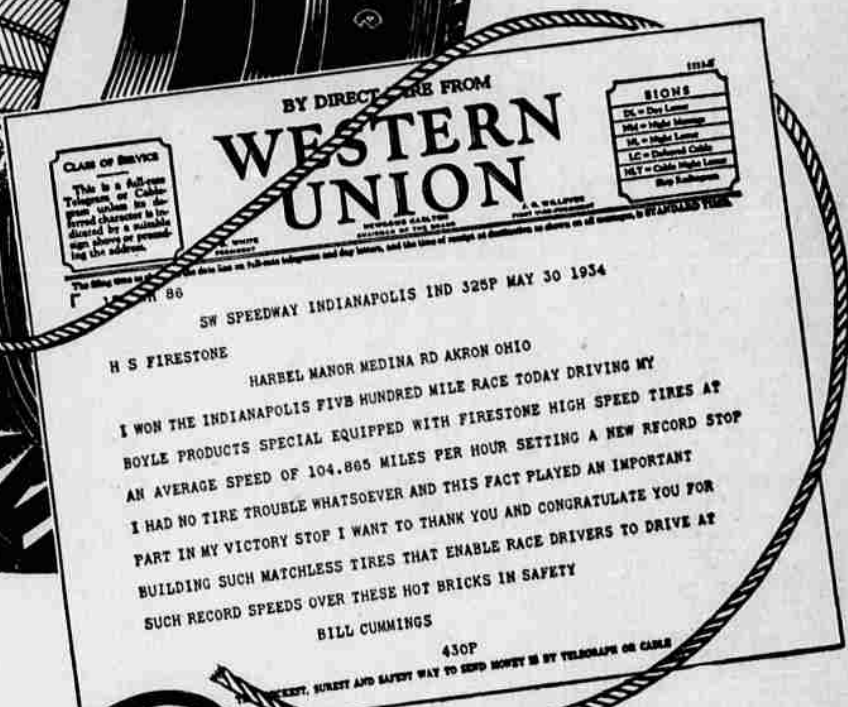




See Firestone
Air Balloon Tires
made at the
Firestone
Factory and
Exhibition Building
World's Fair,
Chicago



Most Amazing Proof

OF EXTRA STRENGTH • SAFETY AND DEPENDABILITY Ever Known!

WORLD RECORD BROKEN!

IT IS almost inconceivable that human ingenuity could build tires that would withstand the terrific punishment of the 500-mile grind at Indianapolis, May 30.

'Round and 'round the blistering track they streaked, hour after hour, under the blazing sun... the low moan of powerful motors rose to a terrific roar as they hit the straightaways at 150 miles or better—grinding, pulling, pounding around treacherous tire-destroying curves faster than they ever dared before. Sliding into the turns at these terrific speeds, there was nothing to hold the car to the track except the tire.

Mile after mile, lap after lap, greater and greater heat and increased centrifugal force developed to separate the tread from the body of the tire. Every conceivable force known was working to tear the tires to pieces — yet Firestone High Speed Tires, with Gum-Dipped High Stretch Cords, withstood this most gruelling test.

Thirty-three demons of speed—thirty-three cars equipped with Firestone High Speed Tires—all protected by Gum-Dipped High Stretch Cords—entered the Annual Speed Classic. Every tire was bought by the driver or owner of the car.

In all the heat—in all the grinding—in all the straining and pulling—not one cotton strand loosened—not one life was endangered by tire failure—not one car was forced out of the race by tire trouble. Six of the winners finished without a tire change.

What a tribute to the Extra Strength—Safety and Durability built into Firestone High Speed Tires.

WHAT THIS MEANS TO YOU

The amazing record of Firestone dependability at Indianapolis was made possible by the Firestone patented process of Gum-Dipping. This Gum-Dipping process is used only by Firestone. Every fiber of every cord in every ply of the tire is saturated and coated with pure liquid rubber; there are eight extra pounds of rubber to every 100 pounds of cotton cords. This is the most valuable rubber that goes into the tire, but you pay no more for it. It is your assurance of extra safety, extra blowout protection.

Firestone High Speed Tires withstand the terrific racing speeds because they are built with Gum-Dipped high stretch cords which provide an extra margin of safety. This extra margin of safety is built

into the Firestone High Speed Tires that you buy from your Firestone Service Dealer or Service Store.

There is greater adhesion between the plies of the Gum-Dipped Cord body and between the body and the tread. As a result of this patented process of Gum-Dipping Firestone engineers have been able to build a wider tread of flatter contour, with more and tougher rubber and deeper non-skid, giving you more than 50% longer non-skid mileage.

Don't delay! Call on the Firestone Service Dealer or Service Store in your community today and equip your car with the new Firestone High Speed Tires for 1934. Drive with security and peace of mind. Choose the Tires that Champions Buy!

THE NEW FIRESTONE HIGH SPEED TIRE FOR 1934 *Greatest Tire Firestone Has Ever Made*

SIZE	PRICE
4.50-20 ...	\$7.85
4.75-19 ...	8.65
5.50-17 ...	11.30
6.00-17 H.D.	15.10
6.00-20 H.D.	16.40
6.50-17 H.D.	17.50

Other Sizes Proportionately Low

Unequaled PERFORMANCE RECORDS

- FIRESTONE HIGH SPEED TIRES**
- ★ For fifteen consecutive years have been on the winning cars in the 500-mile Indianapolis Race.
THIS MEANS BLOWOUT PROTECTION
 - ★ For seven consecutive years have been on the winning cars in the daring Pikes Peak climb where a slip means death.
THIS MEANS NON-SKID SAFETY AND TRACTION
 - ★ For three consecutive years have been on the 131 buses of the Washington (D. C.) Railway and Electric Company covering 11,357,810 bus miles without one minute's delay due to tire trouble.
THIS MEANS DEPENDABILITY AND ECONOMY
 - ★ Were on the Neiman Motors' Ford V-8 Truck that made a new coast-to-coast record of 67 hours, 45 minutes, 30 seconds actual running time.
THIS MEANS ENDURANCE

MAKE THIS TEST YOURSELF



Note how the rubber in a Firestone Tire clings to the high stretch Gum-Dipped cords. This greater adhesion and strength is made possible by the Firestone patented process of Gum-Dipping.

Note how the rubber in an ordinary tire pulls away from the cords that have not been soaked and insulated with rubber. This causes friction and heat within the cords, resulting in separation.

[Listen to the Voice of Firestone every
Monday Night over N.B.C.—WEAF Network]

Firestone

MOST MILES PER DOLLAR