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## SALE SATURDAY ONLY <br> Dresses, Coats, and other articles greatly re- duced to make room for new Spring apparel. Don't miss this opportunity to save! <br>  <br> COATS <br>  <br> ADRIENNE'S

New Spring Numbers Arriving Daily!

## What Is Gum-Dipping?

Gum-Dipping is the Firestone trade name for that patented, basic process which makes Firestone Tires fundamentally difierent from all ocher tires. It is one of the reasons why Firestone, through many years, has easily been able to make good the statement: "Most miles per dollar." It is not something done to a tire atter it is made. It is something very vital dene before the tire is made.

To grasp the full significance of Gum-Dipping, it is neeessary to know something about how $a$ tire is made and what goes on within a tire on the road. The body of the tire bears the principal strains in service. To it is atached the tread which provides tre
tion and takes the wear of the road.
The usual tire body is built up of layers or plies of cotton cords between which rubber has been forced. Rubber is incompressible. Hence the tire body practically does not expand or contract to meet road shocks. It flexes - that is, it changes form.

The strain of the flexing tends to pull the plies apart and also to pull the cords themselves apart. A tire flexes about seven hundred times in a mile -which gives some idea of the strains and the friction which a tire must endure.

## The great enemy

 to tire life is internal friction. Years ago the fabric wass cquare-woven-and the cotton cords sawed, one across another.If cotton rubs gainst cotton, the tire scon heats up and collapes. That is why the square-woven fabric tires were so shor-dived. Then came the tires with parallel cords that could not saw each other. The best squarewoven fabric tire would go starcely four
thousand miles. A poor cord tire will the
at least twice that mileage. Making the cords parallel was a great advance-
but it was only part of the battle ugainst internal friction

## It was realized

 that if the fibers of cotoon in a cord could be insulated one from another, then a step-up in tire life could be had compa rable to that made by shifting from square woven fabric to parallel cords. That is what all tire makers have been striving for. That is what Firestone has achieved.
## Every cord

used in Firstone Tires has been treated
with a rubber solution which penetrates every cord and coats every fiber; and thus not only the cords, but also the very fibers within them are insulated.

Eight pounds urr rubber are, by thy patented Cun-Dipping process, integrated into every one hundrel pounds of cotton cords. This means three extra pounds of pure rubber added to an average set of tires nal whe wit most 10 th strengh and the life of the tire. This extra meber al buts int de conts of the tire -where you never see it.
bes Firestone put in this exte
And what does it mean to sou? It means just this. The performance - the exra valuc- has been shown for years on the road and in the laboratory. It has been proved that Gum-Dipping:
cotton cord by $58 \%$.
-incrasses tire life by from $25 \%$ to over $40 \%$, according to the severity of the service- the more severe the service, the higher the perentage.

## Firestone

Gum-Dipped Tires are not just tires. They are thiryy years of organized experience. They are sold only through Firestone Service Dealers and Service Stores and only as Firestone Gum-Dipped Tires -bearing the Firestone name and bearing the Firestone emblem that appears on this page.

Wherever you livecity or counry -a tresh and complete stack of Firestone products is near-by.
"The Silver Horde" Pleases at Holly

$====$ IAOUE INCX
"Pardon My Gun" at State Saturday




Buck Jones Stars in Rialto Thriller

Campbell Clothing Co.
on Main Street
Special Values
For Saturday
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Mosty ss5 values
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