


## Again We Repeat COMPARE

Compare the values, prices and service we give you with those of any other tire dealer or distributor of special brands.
Six thousand, nine hundred and twenty eight new dealers joined us last year to give you Firestone's great value, and establish a standard service for the automobile owner. This increases our force of Firestone service-giving tire dealers to over 25,000 .

The low prices of rubber and cotton give Firestone unusual advantages due to their worldwide facilities in securing these raw materials and their efficient manufacturing. With Firestone's most ceonomical distributing system, with over 600 branches, warehouses and service stores, w can secure a complete line of fresh Firestone tires, tubes, batteries, brake lining, rims and acce-
sories within a few minutes' to a few hours' time and give our customers values and service that sories within a tew
are not duplicated.


## COMPARE <br> VALUES

Firestone has this year added more rubber to the tread
which gives $20^{\circ}$, to $25 \%$ more safe milealle before the which gives $20 \%$ to
tread wears smooth
The Firestone Double Cord Breaker gives you SIX and
EIGHT plies under the tread-spreads road shockslessens punctures-gives over $50 \%$ stronger union be.
tween tread and tire body which ensures longer tire life and greater safety.
Live rubber penetrates every cord and coats every fibe by the patented Gum-Dipping process-thus not only
every cord, but every fiber within the cords, is insulated;


## COMPARE <br> CONSTRUCTION

|  | Our Tire | *Mail Order Tire |
| :---: | :---: | :---: |
| Rubber Volume . | 165 cu . | 0 cu. in. |
| Weight . $\quad .$. | ${ }_{1}^{16.80 ~} \mathrm{lb}$ | 15.68 lbs. |
| Plies at Tread $\because \because \because$ | ${ }_{6} 4.75 \mathrm{plin}$. | ${ }_{5} \mathbf{4} \mathbf{5}$ plies |
| Thickness of Tire | . 598 in. | . 558 in |

AA "Mail Order" or "Special Brand" tire is made by some unknown
manufacturer and sold under a name that does not identify him to the

## COMPARE <br> PRICES



Double Guarantee.-Every tire we sell bears the Firestone name for the pro-
WE ACCEPT YOUR OLD TIRES AS PART PAYMENT
$=$ SMirth ® wATKINS

