

# Every Conceivable Force WORKED TO TEAR THESE TIRES TO PIECES

*But*  
**NOT ONE CORD LOOSENED!**  
**NOT ONE TREAD SEPARATED!**  
*Not one Blowout!*

AS thirty-three speed demons careened and slid around the steep banked curves of the hot brick track, tires shrieked and smoked . . . break-neck speeds, 150 miles and more down the straightaway — tremendous centrifugal force tugging to rip the tread from the body of the tire. In fact, every conceivable force worked to tear the tire to pieces, but not one cord loosened — not one tread separated — and not a single blowout. *What amazing proof of Tire Strength—Safety—Quality and Dependability!*

Every one of the thirty-three drivers at the Indianapolis 500-mile sweepstakes chose and bought Firestone High Speed Tires. The fact that not one of the 132 tires failed is your greatest guarantee of the Extra Safety — Strength — and Dependability built into Firestone Tires.

The New Firestone High Speed Tire for 1934 is Safety-Protected on the outside by a wider tread of flatter contour, deeper non-skid, more and tougher rubber, giving you more than 50% longer non-skid mileage — Safety-Protected on the inside by eight additional pounds of pure rubber absorbed by every 100 pounds of cords. This additional rubber surrounds every cotton fiber inside every cord in every ply. This is accomplished by the Firestone patented process of Gum-Dipping.

## Greatest Guarantee of All

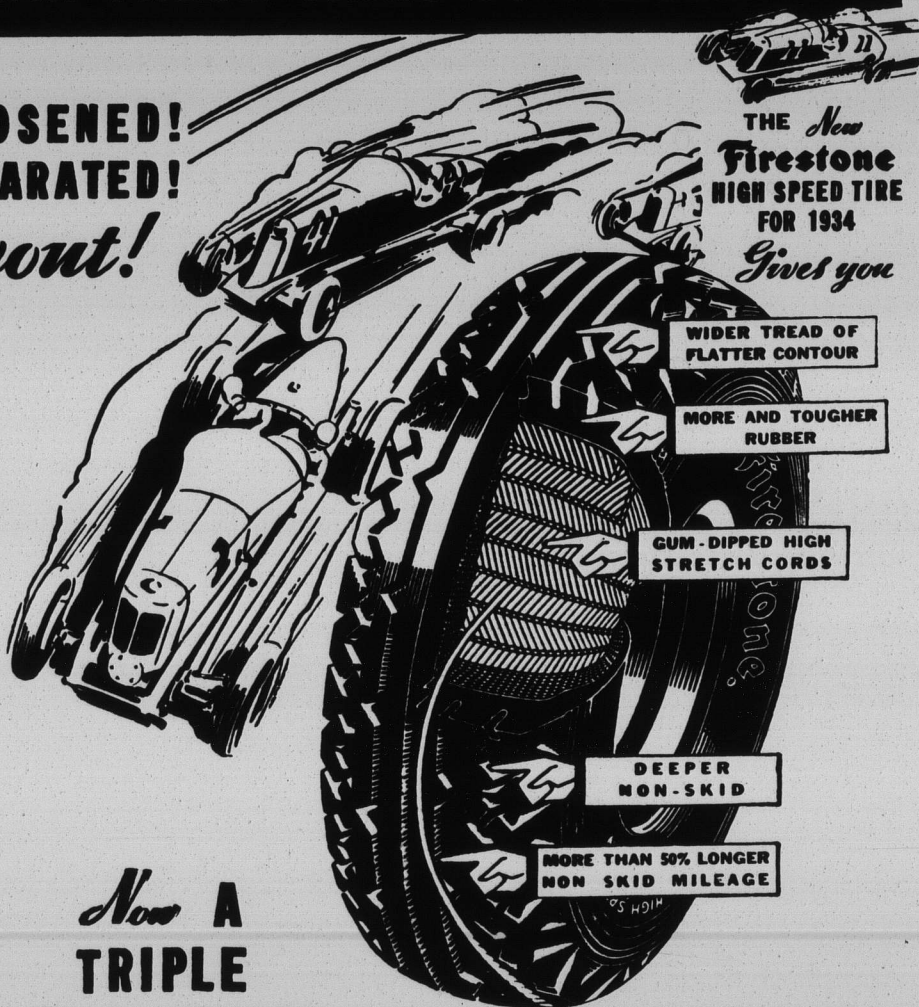
Get the protection of the Firestone Triple Guarantee — for unequaled performance records — for life against all defects — for twelve months against all road hazards.

Call on the nearest Firestone Service Dealer or Service Store today and equip your car with the new Firestone High Speed Tires for 1934.

**EQUIP NOW FOR YOUR HOLIDAY TRIP!**

# Firestone

**MOST MILES PER DOLLAR**



## Now A TRIPLE GUARANTEE

- for Unequaled Performance Records
- for Life Against All Defects
- for 12 Months Against All Road Hazards\*

\*Guaranteed for six months when used in commercial service.

## HONOR ROLL

### 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 meant 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

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

Listen to the Voice of Firestone—Featuring Gladys Swarthout—Every Monday Night over N. B. C. — W E A F — Network.

# BRAUN BROS.

## SILVER FLASH

### Service Stations

3 WILMETTE STATIONS

1222 Central Avenue  
Phone Wilmette 3212  
"Stan" Lindstrom, Manager

Wilmette Avenue and  
Ridge Road  
(Southeast Corner)  
Phone Wilmette 5405  
John Williams, Manager

1909 Lake Avenue  
(Just west of Ridge)  
Phone Wilmette 5448  
"Matt" Lillig, Manager

KENILWORTH  
560 Green Bay Road  
Phone Kenilworth 4776

NORTH EVANSTON  
MODERN GARAGE  
2532 W. Railroad Avenue  
Phone University 5470  
Ray Braun, Manager

WINNETKA  
Chestnut and Oak Streets  
Phone Winnetka 3020

WEST WINNETKA  
1800 Willow Road  
Phone Winnetka 2048

HUBBARD WOODS  
Linden at Gage  
Phone Winnetka 76