

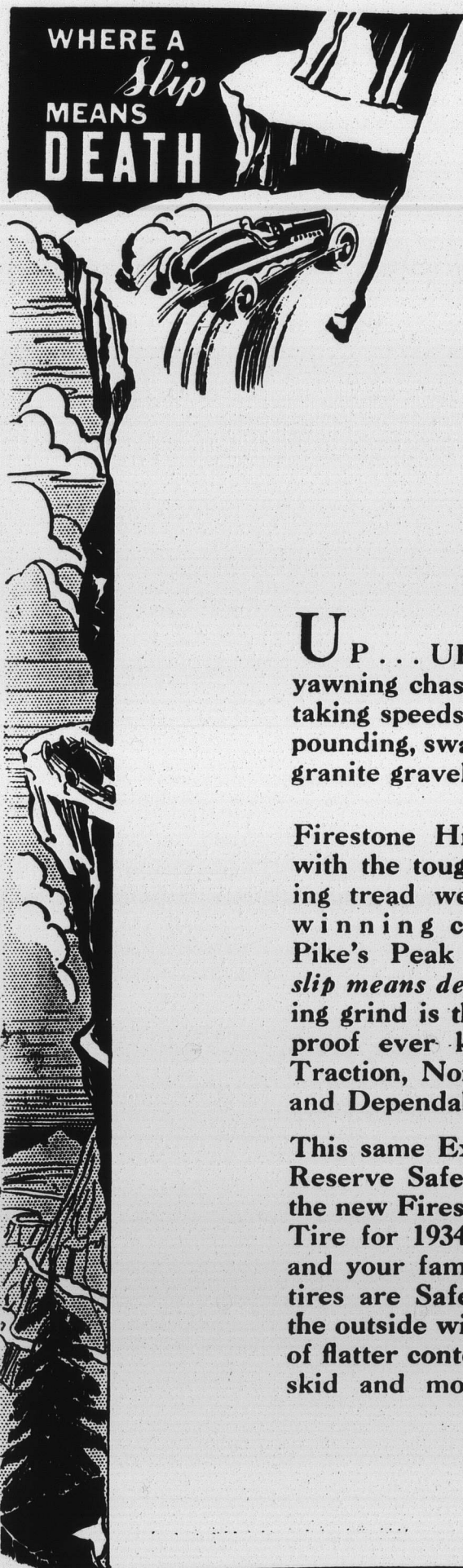
Firestone

congratulates Braun Bros.

on the addition of

Super-Shell Gasoline and Shell Motor Oil

to their family of Nationally Famous Products



Most Amazing

Proof *Ever Known*

OF

**EXTRA TRACTION AND
NON-SKID SAFETY**

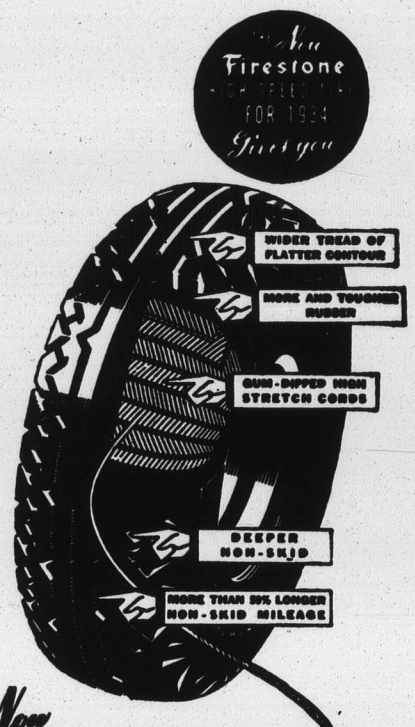
UP . . . UP . . . UP . . . to 14,000 feet above sea-level. Skirting yawning chasms, tearing around 181 treacherous turns at breathtaking speeds — daredevil drivers fight their way up . . . grinding, pounding, swaying, over more than twelve miles of tread-torturing granite gravel. What a terrific test of tire stamina!

Firestone High Speed Tires with the tougher, wear-resisting tread were used on the winning car in the Annual Pike's Peak Race, *where a slip means death!* This gruelling grind is the most amazing proof ever known of Extra Traction, Non-Skid Safety, and Dependability.

This same Extra Quality and Reserve Safety are built into the new Firestone High Speed Tire for 1934, to protect you and your family. These new tires are Safety-Protected on the outside with a wider tread of flatter contour, deeper non-skid and more and tougher

rubber — 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, counteracting damaging frictional heat, the enemy of tire life.

This is accomplished by Gum-Dipping, the ingenious process developed and patented by Firestone. Through its exclusive use only Firestone is able to give you a tire of such cohesive strength and safety, giving more than 50% longer non-skid mileage.



Now
**A TRIPLE
GUARANTEE**

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

* Six months in commercial service.

**Unparalleled
STAMINA**

**FIRESTONE
HIGH SPEED TIRES**

- ★ For seven consecutive years have been on the winning cars in the daring Pike's Peak climb where a slip meant death.
- ★ For fifteen consecutive years have been on the winning cars in the 500-mile Indianapolis Race.
- ★ Were on the NeimanMoters' Ford V-8 Truck that made a new coast-to-coast record of 67 hours, 45 minutes, 30 seconds actual running time.

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