

# WHY WE JOINED

with **Firestone** to give

## Lower Prices and Greater Values!

**WE WANTED** the advantages locally, that Firestone has nationally, for reducing our costs and building volume business on small profits.

### A Department Store for Your Car

Our costs are absorbed by several different lines instead of one. We sell and service the complete Firestone line, including Tires—Tubes—Batteries—Brake Lining—Rims and Accessories. Instead of buying these items from several different places, we get them from nearby Firestone branches or warehouses—all from one place on one shipping order—one handling.

### Our Costs Are Lower Your Savings Greater

Firestone leads in bringing down prices. Firestone leads in new tire improvements and builds more miles into tires than any other manufacturer. Every advantage Firestone has in world wide resources—buying rubber and cotton at the lowest prices—is put right back of us for the benefit of our customers. Result—you get more in value for less in price. The name "FIRESTONE" on every tire is the pledge of the manufacturer that the tire you buy is the best you can obtain for the price you pay.

### Compare Construction and Values

30x4.50-21	Our Tire	*Mail Order Tire
Width	4.75 in.	4.72 in.
Weight	16.80 lbs.	15.68 lbs.
Thickness of Tire	.598 in.	.558 in.
Plyes at Tread	6	5
Rubber Volume	165 cu. in.	150 cu. in.

We have actual cross sections of other tires for comparison with Firestone.

### DOUBLE GUARANTEE

All tires guaranteed without limitations by us and Firestone. Drive in today! We give service for the life of our tires and see to it that you get all the mileage and satisfaction that Firestone builds into them.



### SIX PLYS UNDER THE TREAD

THE patented Double Cord Breaker provides for two extra plyes of cord right under the tread. They take up road shocks and resist punctures and blowouts. In the Firestone Anchor Super Heavy Duty this means 8 plyes under the tread—Extra strength right where the wear comes.

### Firestone OLDFIELD

	Our Tire (Cash Price)	*Mail Order Tire
4.40-21	\$5.55	\$5.55
4.50-21	6.35	6.35
4.75-19	7.55	7.55
5.00-19	7.98	7.98
5.00-20	8.15	8.15
5.25-21	9.75	9.75
6.00-20	12.55	12.90

6-Ply Other Sizes Proportionately Low

### H. D. TRUCK TIRES

30x5	19.45	19.45
32x6	34.10	34.10

### Firestone BATTERIES

13-Plate Sentinel.....	\$7.95
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### Firestone ANCHOR Super Heavy Duty

	Our Tire (Cash Price)	*Mail Order Super Tire
4.50-21	\$9.20	\$9.75
4.75-19	10.20	10.25
5.00-19	10.95	11.75
5.25-20	12.35	13.65
6.00-19	14.45	16.65
6.00-20	14.70	17.10
6.50-19	17.40	18.95
7.00-20	19.05	23.45

Other Sizes Proportionately Low

### Firestone COURIER

	Our Tire (Cash Price)	*Mail Order Tire
30x3 1/2	\$4.20	\$4.20
4.40-21	4.79	4.79
4.50-21	5.35	5.35

★ A mail order or Special Brand tire is made by some unknown manufacturer and sold under a name that does not identify him to the public, usually because he builds his "first grade" tires under his own name.

Larson Bros. Garage, Highland Park  
Haak's Auto Supply Co., Highland Park  
Reliable Garage, Deerfield, Illinois

## GIVES SOME FACTS ABOUT THE TARIFF

Editor of National Republic Explains It and Points Out Virtues

By George B. Lockwood  
Editor of the National Republic,  
Washington, D. C.

The American people have been treated to an avalanche of falsehoods about the new tariff, uttered by the same journalists and politicians who, when the increased tariffs of the 1922 law were put into effect, declared that they would kill our foreign trade, create unemployment, reduce wages and increase the cost of living—every one of which predictions has been given the lie by events.

### Facts About Tariff

Here are a few facts which should be more generally known.

Of the 3295 items in the old tariff law, 2170 were left unchanged.

Duties were increased on only 890 articles; decreases were made in 235 items.

Duties collected on all items in the tariff schedules, both dutiable and free, will not average over 16 per cent, as compared with nearly 14 per cent under the old tariff law, 23 per cent under the McKinley law, 21 per cent under the Wilson law, 26 per cent under the Wingley law, and 19 per cent under the Payne-Aldrich law. No tariff laws passed in forty years have had lower average tariff rates except the Underwood law and the Fordney-McCumber law.

The percentage of our imports entering free of duty will be about the same under the new law as under the law it succeeded, about 64 per cent. Of our total imports in 1929, valued at \$4,400,000,000, commodities to the value of \$2,668,400,000 came in duty free. These imports have recently declined owing to unemployment in the United States. They will expand with the restoration of employment in competitive industries in this country our new tariff is intended to help. The Bureau of Business Conditions, a branch of the Alexander Hamilton Institute, a non-partisan institution, from which all the above figures are obtained, therefore says: "There is consequently little danger that the export trade of the United States will suffer materially from the new law."

### Study of Exports

A study of our exports shows that the world in general is buying from us now only what it is necessary to buy, and that our exports already go over many tariff walls, and are subjected to some 50 varieties of discriminations as compared with domestic productions in these countries.

The heavy outcry against the new tariff law is due to the fact that American international financiers and industrialists have built or acquired some two thousand factories in foreign cheap labor markets and object to having competitive conditions in the United States equalized by tariffs to the extent of the difference in labor costs. Foreign cheap labor importations account for all the unemployment existing in the United States today. The new tariff law represents an effort to correct that condition in the interests of the American farmer and wage earner and the American producer generally.