

Mr. Car Owner! YOU BE THE JUDGE

READ the comparison of construction and prices outlined below and judge for yourself. Why should anyone take chances with special brand tires of unknown manufacture when you can buy Firestone quality tires at no extra cost?

We save you money and serve you better because of Firestone's direct buying of rubber and cotton — undivided interest in building tires — owning their own factories, the most efficient in the world — and their great economical distributing and standardized service system.

Come in today—we will give you more value for your dollar.



	4.50-21 Tire		6.00-19 H.D. Tire	
	Our Tire	*Special Brand Mail Order Tire	Our Tire	*Special Brand Mail Order Tire
More Rubber Vol.—cu. in.	172	161	298	267
More Weight —lbs.	16.99	15.73	28.35	26.80
More Width —in.	4.75	4.74	5.98	5.84
More Thickness—in.	.627	.578	.840	.821
More Plies at Tread	6	5	8	7
Same Price	\$5.69	\$5.69	\$11.40	\$11.40

* A "Special Brand" Tire is made by a manufacturer for distributors such as mail order houses, oil companies and others under a name that does not identify the tire manufacturer to the public, usually because he builds his "first line" tires under his own name. Firestone puts his name on every tire he makes.

COMPARE THESE PRICES

AUTOMOBILE Manufacturers do not take chances with special brand tires. Why should you take the risk when you can save money by buying Firestone quality Oldfield type, our service together with the double guarantee of Firestone and ourselves.

We list below the leading replacement sizes.

MAKE OF CAR	TIRE SIZE	Our Cash Price, Each	*Special Brand Mail Order Tire	Our Cash Price, per Pair
Ford	4.40-21	\$4.98	\$4.98	\$ 9.60
Chevrolet				
Chevrolet	4.50-20	5.60	5.60	10.90
Ford	4.50-21	5.69	5.69	11.10
Ford	4.75-19	6.65	6.65	12.90
Chevrolet				
Whippet	4.75-20	6.75	6.75	13.10
Erskine				
Plymouth	5.00-19	6.98	6.98	13.60
Chandler				
DeSoto	5.00-20	7.10	7.10	13.80
Dodge				
Durant	5.25-18	7.90	7.90	15.30
Graham-Paige				
Pontiac	5.25-21	8.57	8.57	16.70
Roosevelt				
Willys-Knight	5.50-18	8.75	8.75	17.00
Essex				
Nash	5.50-19	8.90	8.90	17.30
Marquette				
Oldsmobile	6.00-18	11.20	11.20	21.70
Buick				
Auburn	6.00-19	11.40	11.40	22.10
Jordan				
Reo	6.00-20	11.50	11.50	22.30
Gardner				
Marmion	6.00-21	11.65	11.65	22.60
Oakland				
Peerless	6.50-20	13.10	13.10	25.40
Studebaker				
Chrysler	7.00-20	15.35	15.35	29.80
Viking				
Franklin				
Hudson				
Hupmobile				
LaSalle				
Packard				
Pierce-Arrow				
Stutz				
Cadillac				
Lincoln				

Double Guarantee—Every tire manufactured by Firestone bears the name "FIRESTONE" and carries Firestone's unlimited guarantee and ours. You are doubly protected.

All we ask is that you come into our Service Store and see for yourself sections cut from various tires.

Compare Quality—Construction—and Prices.

Haak's Auto Supply Co.

25 South Second Street, Highland Park Phone 391

Now you can buy **\$4⁹⁸**
Firestone
 GUM-DIPPED
 TIRES for **and up**