

# INSIST on the INSIDE FACTS

**For Your Protection Make These Comparisons Before You Buy Your Tires**

**UNDERNEATH** the surface is where you get the cold truth about tire values. It's the *inside of the tire—the method of construction and the quality and quantity of materials*—that determines its Stamina, Performance, Safety, VALUE. You can no more tell the quality of a tire by its outside appearance than you can tell the character of a man by the kind of clothes he wears.



own comparisons, uninfluenced by any sales propaganda. We urge you to thoroughly check every vital point — rubber volume, weight, width, thickness, and plies under the tread. Then buy accordingly—ON FACTS AND FACTS ALONE.

Against the various claims presented about different tires, isn't this the most logical suggestion ever made to you? Could there be any more positive way to definitely determine which tires offer you the most for your money? There can be no question or controversy when you get the FACTS yourself.

We have arranged to show you cross sections of Firestone and special brand mail order tires. You can come here and make your

**MOST MILES per DOLLAR**

## COMPARE Construction and Quality

4.50-21 TIRE	OUR TIRE	*A Special Brand Mail Order Tire
More Rubber Vol. . .	172 cu. in.	161 cu. in.
More Weight . . .	16.99 lbs.	15.73 lbs.
More Width . . .	4.75 in.	4.74 in.
More Thickness . .	.627 in.	.576 in.
More Plies at Tread	6 plies	5 plies
Same Price . . .	\$5.69	\$5.69

\*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.



**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 this: Come in to our Service Stores and see for yourself sections cut from various tires.

Compare Quality—Construction—and Prices.

## 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 from us and in addition get our service. We list below the leading replacement sizes.

MAKE OF CAR	TIRE SIZE	Our Cash Price, Each	*A Special Brand Mail Order Tire	Our Cash Price, Per Pair
Ford	4.40-21	\$4.98	\$4.98	\$ 9.60
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	4.75-19	6.65	6.65	12.90
Whippet	4.75-19	6.65	6.65	12.90
Erskine	4.75-20	6.75	6.75	13.10
Plymouth	4.75-20	6.75	6.75	13.10
Chandler	5.00-19	6.98	6.98	13.60
DeSoto	5.00-19	6.98	6.98	13.60
Dodge	5.00-19	6.98	6.98	13.60
Durant	5.00-19	6.98	6.98	13.60
Graham-Paige	5.00-19	6.98	6.98	13.60
Pontiac	5.00-19	6.98	6.98	13.60
Roosevelt	5.00-19	6.98	6.98	13.60
Willys-Knight	5.00-19	6.98	6.98	13.60
Essex	5.00-20	7.10	7.10	13.80
Nash	5.00-20	7.10	7.10	13.80
Marquette	5.25-18	7.90	7.90	15.30
Oldsmobile	5.25-18	7.90	7.90	15.30
Buick	5.25-21	8.57	8.57	16.70
Auburn	5.50-18	8.75	8.75	17.00
Jordan	5.50-18	8.75	8.75	17.00
Reo	5.50-18	8.75	8.75	17.00
Gardner	6.00-18	11.20	11.20	21.70
Marmon	6.00-18	11.20	11.20	21.70
Oakland	6.00-19	11.40	11.40	22.10
Peerless	6.00-19	11.40	11.40	22.10
Studebaker	6.00-19	11.40	11.40	22.10
Chrysler	6.00-20	11.50	11.50	22.30
Viking	6.00-20	11.50	11.50	22.30
Franklin	6.00-21	11.65	11.65	22.60
Hudson	6.50-20	13.10	13.10	25.40
Hupmobile	6.50-20	13.10	13.10	25.40
LaSalle	7.00-20	15.35	15.35	29.90
Packard	7.00-20	15.35	15.35	29.90
Pierce-Arrow	7.00-20	15.35	15.35	29.90
Stutz	7.00-20	15.35	15.35	29.90
Cadillac	7.00-20	15.35	15.35	29.90
Lincoln	7.00-20	15.35	15.35	29.90

# Haak's Auto Supply Co.

25 South Second Street, Highland Park Phone 391