South

vinis

Bay

ext

e of

enue.

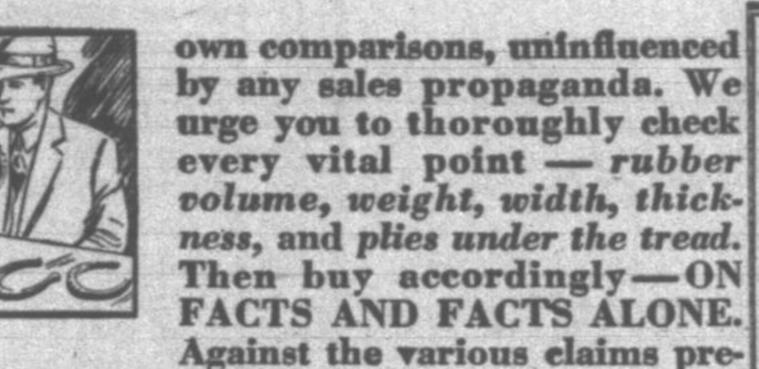
INSIST on the INSIDE FACTS

For Your Protection Make These Comparisons Before You Buy Your Tires

INDERNEATH 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 qual-

ity of a tire by its outside appearance than you can tell the character of a man by the kind of clothes he wears.

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



sented 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.

MOST MILES per DOLLAR

COMPARE Construction and Quality

4.50-21 TIRE	OUR TIRE	KA Special Brand Mail Order Tire
More Rubber Vol	172 cu. in.	161 cu. in.
More Weight	HT-17551170136-TV-252221876-0-25	15.73 lbs.
More Width	4.75 in.	4.74 in.
More Thickness	.627 in.	-578 in.
More Plies at Tread	6 plies	5 plies
Same Price	65.69	\$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 earries 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.

own comparisons, uninfluenced by any sales propaganda. We urge you to thoroughly check every vital point — rubber

A UTOMOBILE 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. TIRE Cash MAKE OF CAR Brand SIZE dor Tire Ford. .40-21 \$4.98 \$4.98 Chevrolet Chevrolet 4.50-20 5.60 10.99 Ford. 4.50-21 5.69 5.69 11.10 Ford_ Chevrolet 4.75-19 12.90 Whippet. Erskine. 4.75-20 0.75 6.75

Plymouth. Chandlez DeSoto. Dodge. Durant. 5.00-19 6.98 Graham-Paige Pontiac_ Roosevelt Willys-Knight Essex. 3.00-20 Nash. 7.10 7.10 Marquette. 5.25-18 Oldsmobile_ 7.90 Buick. Auburn Jordan. 3.50-18 8.75 8.75 Reo_ Gardner. Marmon. Oakland. 8.90 8.90 Peerless.

Franklin Hudson. 6.00-19 11.40 11.40 Hupmobile. LaSalle. 6.00-20 11.50 11.50 Packard. 22.30 Pierce-Arrow____6.00-21 22.65 11.65 22.60 Stutz 6.50-20 13.10 13.10 Cadillat 7.00-20 15.35 | 15.35 | 29.80

6.00-18 11.20 11.20

Studebaker.

Chrysler.

Viking.

Haak's Auto Supply Co.

25 South Second Street, Highland Park Phone 391

in lus

28, 1931

Order

must find

ng of its

g it into

D. Shurt-

a year in

means of

the case

the Bar-

had com-

is being

eek as a

lds

ERS s Ave.

aphic

0620

EY

ND EY

AND