

# 3½

## You Buyers of 3½ Inch Tires

*You represent over half the tire buyers of the world. You deserve special consideration. Your volume of demand calls for the biggest value.*

Recognizing this, Firestone has built a special \$7,000,000 factory for you.

Firestone engineers designed special machinery for your tire and special looms to weave your fabric.

And this factory is operated by an organization all of which is devoted entirely to your requirements.

The methods and machinery of this factory leave no room for errors or flaws.

Result: This special molded tire is the nearest thing to a perfect tire building job that engineering can give you.

Yet by saving from 10% to 30% on every factory operation, you get this extra mileage tire at a price that some pay even for the "off brand" kinds.

You get a 6,000 mile adjustment basis. You get it from Firestone.

Firestone, always in the front in value-giving, now jumps years ahead of the field. And you users of 3½-inch tires get the benefit.

**30x3½, non-skid, \$18.00**

**32x3½, non-skid, 21.00**

Any one of the 42,000 dealers who bank on Firestone quality will put these money-saving tires on your car. Have them put on all four wheels and ride at the rate of—

### Most Miles

### per Dollar

# Firestone