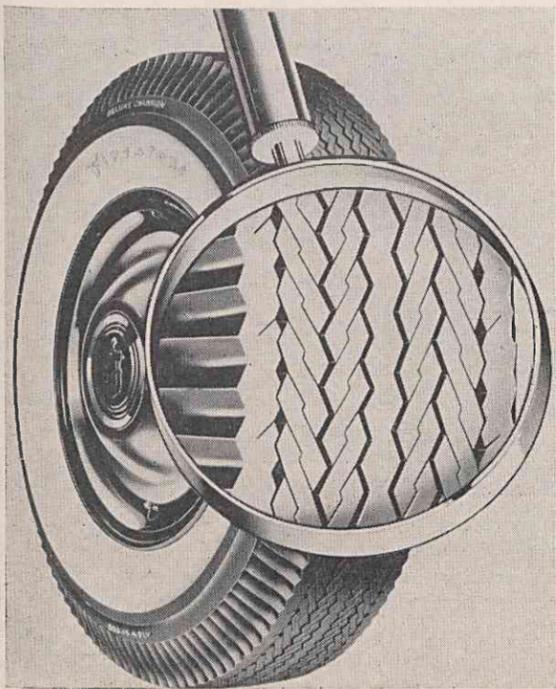
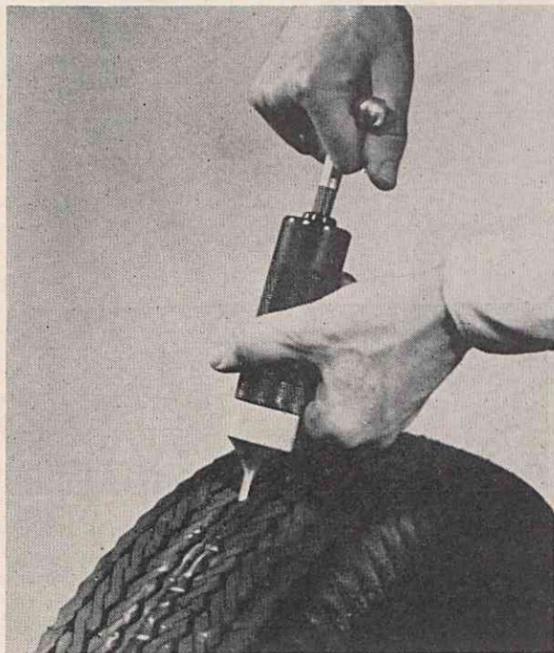


One Tubeless Tires For Passenger Cars



NEW TREAD—Magnified section of the tread of Firestone's De Luxe Champion tubeless tire for 1955 model automobiles shows some of the thousands of sharp non-skid edges that give the tire increased traction on snow, ice and wet pavements.



REPAIRING TUBELESS TIRES—To repair small nail holes in tubeless tires, the gun method is recommended by engineers of the Company. Using this method, motorists themselves can repair small nail holes in tubeless tires. Larger injuries can be serviced at Firestone outlets in any locality.



TORTURE TESTS—Irish Horan and his Hell Drivers put Firestone tires through brutal torture tests on a very abrasive abandoned airstrip at Palatka, Florida, and at Akron Airport in the spring of 1954. They roared over hurdles, to land with a multi-ton jolt on their tubeless tires. They set the brakes and spun the steering wheels of their cars going 65 miles an hour, in an effort to rip the tubeless tires from the rims. They skidded, braked and spun. Purposely underinflated for the ordeal, the tires screamed but stayed on the rims.

3. Extra strength of rayon and nylon cord bodies means they can be recapped more times for more mileage with less cost.

They Ride More Comfortably

1. Less vertical reaction or bounce without inner tube.
2. Less unsprung weight as car moves because tire is lighter.
3. Less heat buildup. Tire stays cooler and less pressure buildup at higher speeds.

TYPES OF FIRESTONE TUBELESS TIRES

The above advantages are common to all three types of Firestone tubeless tires. But the De Luxe Champion, the "500" and the Supreme have individual advantages of their own. Here they are:

De Luxe Champion

1. Specifically engineered to provide extra safety and comfort for motorists driving modern autos with power steering, power brakes and high-horsepower engines.
2. Newly designed tread gives glide-like ride over rough and irregular roads.
3. Tire squeal virtually eliminated at any speed.
4. Great increase in traction provided by ingeniously arranged skid resistors of new tread design is outstanding safety feature. Seventy per cent more skid resistors. Diagonal direction not only improves forward traction but also guards against side skidding.
5. Road noise of tire such as roar or whine eliminated by varying distance between tread design elements and highly perfected noise treatment.
6. More streamlined and flatter tread than earlier models improves riding qualities. Because tread conforms better to road surface, small obstructions in road are enveloped in tread rubber and bumps are hardly felt.
7. 25 to 30 per cent more strength than comparable tires previously used as standard equipment on automobiles because of tubeless construction, use of newly developed tread rubber compounds and new rayon tire cord fabrics.

Firestone "500"

1. Uses highest tensile-strength nylon yet developed and race tire construction principles.

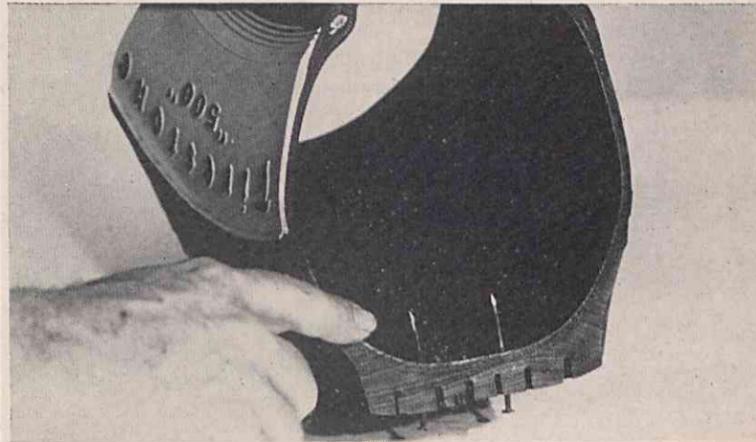
2. Stronger and lighter in weight than any other tire made before its introduction. Runs cooler, wears longer, provides greater safety margin under high-speed and hot-weather driving conditions.
3. Protection from possibility of impact breaks on rough rural area dirt and gravel roads because of great strength of new nylon.
4. Tire body 90 per cent stronger than regular cord body because of heat tempering of the nylon.
5. First tire specifically designed to assure longer wear, greater safety under super-highway driving conditions. Combines safety features of tubeless construction and nylon strength.
6. Same tread design as De Luxe Champion. Same advantages there.

Firestone Supreme

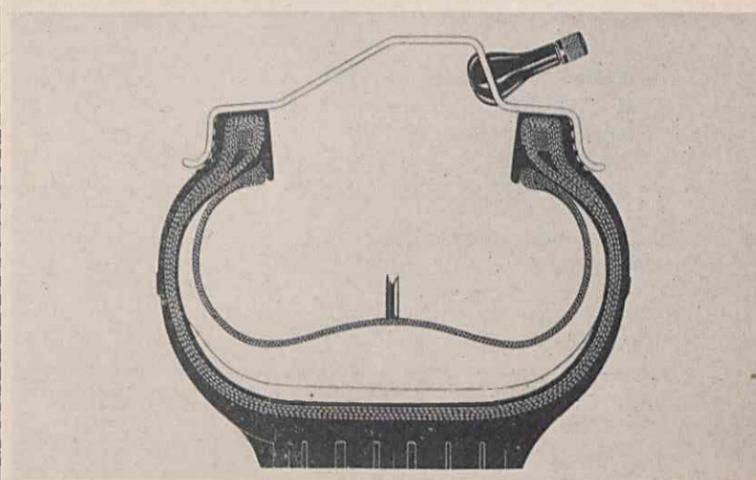
1. Now constructed with all-nylon cord, is blowout-safe, puncture-proof and tubeless. Provides exceptionally long mileage and non-skid traction in addition to safety protection. Secret of blowout safety construction is an inner diaphragm, constructed so in event tire wall blows out, diaphragm automatically retains great bulk of air—enough to support car and make it easily controllable at any speed. Made of two plies of rubberized nylon fabric, diaphragm resembles an inner tube with the top cut off. Small valve closes instantly and retains air inside diaphragm when pressure on outside is suddenly lost, as in the case of a blowout. During inflation of tire, and under normal driving conditions, the valve is open to maintain equal pressure through all parts of tire.
2. A sealant in the form of gummy material that provides puncture-proof feature, is provided inside crown of tire. When nail penetrates tire tread, this soft sealing material clings to the nail and prevents air leakage. Inner diaphragm is pushed aside without damage.

SERVICE . . .

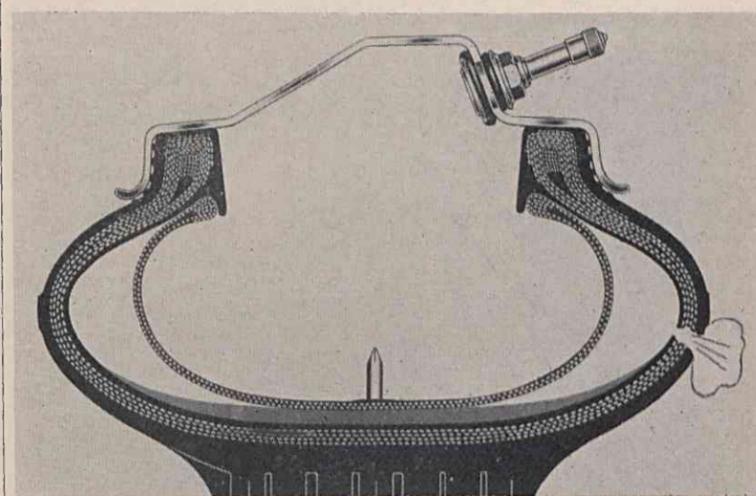
The motorist who buys Firestone tubeless tires can be confident that they will be efficiently and economically serviced in any locality. Mounting and servicing of tubeless tires are much the same as with conventional assemblies. Employees of Firestone Dealers and Stores have been trained carefully in the recommended methods of repairing injuries to tubeless tires, and from these Firestone retail outlets, the motorist can obtain a simple tubeless tire repair kit that allows him to repair small punctures himself.



"500" SAFETY LINER—Puncture protection is assured in the new Firestone all-nylon "500" tubeless tire. Although nails may penetrate the tread, the inner liner, which is an integral part of this tire, seals against air loss, as shown in the above cross section. The special bead construction of the Firestone "500" prevents air loss under the most extreme operating and emergency conditions. The Firestone De Luxe Champion tubeless tire has the same inner liner.



NORMAL INFLATION—This cross section shows the world's first blowout-safe, puncture-proof, tubeless tire. Under normal conditions and during inflation the valve remains open to maintain equal pressure through all parts of the Supreme tire.



SUPPORT AFTER BLOWOUT—This view of the Firestone Supreme shows how it supports the car after a blowout to make the car easily controllable at all speeds. The small valve automatically closes and retains air in the inner diaphragm in event of a blowout.