

COMPARE Firestone CHAMPION TIRES

FOR Value! Safety! Price!

TIRE	SAFETY-LOCK CORD BODY	GUM-DIPPING	2 Extra Layers of Safety-Lock Cords Under the Tread	GEAR-GRIP TREAD	Speedway-Proved for Highway Safety
Firestone CHAMPION	✓	✓	✓	✓	✓
ANY OTHER TIRE					

For Your Week-end Trip

protect your life and the lives of your family by equipping your car with a set of new Firestone Champion Tires. Compare this amazing tire with any other tire on the market in safety, in value, in price! Then you'll know why car owners everywhere acclaim it the sensation of 1939. And you'll realize why motor car manufacturers enthusiastically adopted it for their 1939 models. Only in the new Firestone Champion Tire do you get these patented and exclusive construction features:

✓ **Safety-Lock Cord Body** is made by more tightly twisting together the fibers in each cord providing far greater strength — and greater strength means greater safety. **Another exclusive Firestone safety feature.**

✓ **Gum-Dipping**, a new and advanced Firestone process, safety-locks the fibers, cords and plies together, counteracts internal friction and heat and gives greater protection against blowouts. **Another exclusive Firestone safety feature.**

✓ **Two Extra Layers of Safety-Lock Cords Under the Tread** provide greater protection against punctures and more securely lock the Gear-Grip tread to the Safety-Lock cord body. **Another exclusive Firestone safety feature.**

✓ **Gear-Grip Tread** has more than 3,000 sharp-edged angles which grip the road with a sure-footed hold to prevent skidding. It is so deep, so tough, so long-wearing that it is setting sensational new non-skid mileage records. **Another exclusive Firestone safety feature.**

✓ **Safety-Proved on the Speedway for Your Protection on the Highway**—Firestone Gum-Dipped Tires hold all the outstanding records for safety, speed, mileage and endurance. In fact, for 19 consecutive years, Firestone Tires have been on all the winning cars in the annual 500-mile Indianapolis Race. **Another exclusive Firestone safety feature.**

✓ **Price**—All of these extra advantages are yours at a price no more than you would pay for an ordinary tire and Firestone Champion Tires are backed by the Firestone Lifetime Guarantee — no time or mileage limit. **Another exclusive Firestone economy feature.**



FLOYD ROBERTS

1938 National Race Champion

More champion race drivers select and buy Firestone Tires for their racing cars than all other makes of tires combined. These men, whose lives depend on tire safety, know tire construction and they refuse to risk their lives or chances of victory on any other make.

See Firestone Tires made in the Firestone Factory and Exhibition Building at New York World's Fair. Also visit the Firestone Exhibit at the Golden Gate International Exposition at San Francisco.

Listen to the Voice of Firestone with Richard Crooks, Margaret Speaks and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings, over Nationwide N.B.C. Red Network.

Tips for Your
Week-end
Trip

AUTO RADIO
Push-Button Tuning
\$24.95
MOUNTS UNDER THE DASH

SEAT COVERS
COOL FIBER
Neatly Tailored
\$1.89 UP COUPES **\$4.89** SEDANS

DOOR MIRROR 79c UP
DRIVING GLASSES 19c UP

BABY SEAT 89c

BATTERIES
Ask About Our Changeover Price
EXTRA POWER FOR EXTRA DRAIN

SPARK PLUGS Save Gas Start Quicker **65c** EACH
DRIVING LIGHTS Super Ray Powerful Pre-focused **\$8.95**

TALLY-HO HORNS
3 Tones—Finger Tip Control
\$6.95

GRILLE GUARD RAIL TYPE
\$4.95

BRAKE LINING
Install Matched Sets for Smoother Quicker Stops and Longer Wear
QUALITY SERVICE AT LOWEST PRICES

Firestone CONVOY

High Quality—Low Cost

Here's extra quality, extra safety and long mileage at an unusually low price. Firestone Convoy Tires have the Firestone patented construction features and carry the Firestone Lifetime Guarantee, no time or mileage limit.

4.75/5.00-19 \$ 8.60	5.25/5.50-17 \$11.00
5.25/5.50-18 10.00	6.00-16 11.95
5.50-16 10.60	6.25/6.50-16 14.50

OTHER SIZES PRICED PROPORTIONATELY LOW

\$8.35
4.50-21

Firestone CHAMPION

HEAVY DUTY	
5.50-16 \$14.15	5.50-16 \$16.95
5.25/5.50-17 14.65	5.25/5.50-17 17.55
5.25/5.50-18 13.35	6.00-16 19.00
6.00-16 15.95	6.00-18 20.40
6.00-17 16.50	6.25-16 21.20
6.00-18 17.15	6.50-16 22.80
6.25-16 17.95	6.50-17 23.55
6.50-16 19.35	7.00-15 25.20
7.00-15 21.35	7.00-16 25.90
7.00-16 21.95	

OTHER SIZES PRICED PROPORTIONATELY LOW

KAYE'S AUTO PARTS

—Murphy, N. C.—

PALMER'S SERVICE STATION

THE ONLY TIRES MADE THAT ARE SAFETY-PROVED ON THE SPEEDWAY FOR YOUR PROTECTION ON THE HIGHWAY