

Value You Can See

Look at a FISK Tire

*Extra-rugged Strength is Clearly Seen. It is Proved
When You Put the Tire to the Tests of the Road.*

Fisk Tires are now selling as low as a **QUALITY BUILT** Tire may be sold—and a strong, sturdy, well-built tire is worth much more to you in service than a cheap, poorly-constructed tire that sells largely on **PRICE**.

By looking at the FISK Tire you can see for yourself how the tread is made in order to give you maximum protection on the highway . . . sturdy tire side walls to prevent blowouts . . . but better still that part of the tire you cannot see is manufactured with the one idea in mind to give every owner long, satisfactory service on any type of road.

And don't forget, all this Fisk Quality, and then the tire backed up by a **Gold Bond**—a bond that by all means you should ask the dealers listed below about before you buy a new set of tires for your car or truck.



The Tire With the Original 12-Months Guarantee!

THESE DEALERS WILL BE PLEASED TO SERVE YOU:

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| T. P. ELLEDGE PURLEAR, N. C. | BARE-LITTLE CO. WEST JEFFERSON, N. C. | ELKIN MOTORS ELKIN, N. C. | KEY & CHURCH NORTH WILKESBORO, N. C. |
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