

Over 100,000 Motorists Are Now Enjoying the Comfort, Safety and Economy of

# Firestone

Full-Size

BALLOON GUM-DIPPED CORDS

**Read What a Few of Them Say—**

"They ride beautifully over any kind of going."—J. F. Bicknell, Worcester, Mass.

"Skidding is done away with on wet streets at high speed."—Geo. P. Bell, Fairfield, Ala.

"None of that terrible jarring and jolting to the car or to occupants."—H. V. Nalley, Rockford, Ill.

"Fuel sure depreciation will be cut 25% to 50%."—A. N. & J. A. Williams, Nashville, Tenn.

"Absence of skid or slip even on snow and ice is really wonderful."—Alvan T. Simonds, Fitchburg, Mass.

"Have used less gas for same mileage with more power."—F. Davison, Greeley, Colo.

"I have more power, the car steers easier and rides easier."—J. L. Johnson, Northfield, Minn.

"The gas mileage is holding up to 20 miles per gallon as before."—E. H. Avery, Bowling Green, Ohio.

"291 miles through snow, mud, bumps and water without chains in 13 hours."—Sam Thompson, Hettinger, North Dakota.

"Saving in wear and tear on car a big factor in putting on Firestone Balloons."—C. A. Allen, Jr., Chicago, Ill.

"40 miles an hour over rough road without feeling any shock whatever."—Harry A. Dorman, Sacramento, Cal.

"Good for an average of ten miles more per hour over bad roads."—Kirk Brown, Montclair, N. J.

"12,362 miles on demonstrator car with as much mileage left to run."—Conrad A. Smith, Boston, Mass.



ASK any owner of full-size Balloon Gum-Dipped Cords about the comfort, safety and operating economy they are giving him. Let his experiences give you the facts about these wonderful tires. His comments will match these almost word for word.

There are hundreds of thousands of Firestone Gum-Dipped Balloons on the road today. Whenever you drive you see them—and you cannot help but notice the new enjoyment these owners are getting from their cars.

This immensely increased production has brought about many manufacturing economies, which you can take advantage of today by equipping your car with Balloon Gum-Dipped Cords.

Firestone Dealers are quoting special net prices on the complete job. Trade in your old wheels on a new set built for full-size Balloons. In addition get our liberal rebate on your old tires.

Equip now for comfort and economy—as well as for the safety and better car control you will need this fall and winter.

Call on the nearest Firestone Dealer—for information—for your price—and for a quick, carefully-engineered changeover to real Gum-Dipped Balloons.

## Reduce Your Production Costs



FARMING, like every other business must cut down the overhead

It is not a question of being able to afford modern farm implements; it is a question of being able to continue farming on the old too-costly basis

The farmer's problem is not all a sales problem; it is also a production problem. He must cut down the cost of production.

The farm implements we sell do more work at a lower cost and in less time than the old hand methods.

Let us give you the proof

### Everett Hardware Company

ROCKINGHAM, N. C.

HARDWARE

BUILDERS' SUPPLIES

"AMERICA SHOULD PRODUCE ITS OWN RUBBER" — *Firestone*

# NEW STORE NOW OPEN

A Brand New Department Store With Many Hundred Feet of Floor Space—Everything Spic and Span --- Formally Opened to the Public on Wednesday.



Hundreds of People Called on the Opening Day and Expressed Surprise and Delight at the Beautiful and Artistic Arrangements of the Interior.

The new store of Kirsch Bros. formally threw open its doors on Wednesday of this week, and throughout the day the large interior was thronged by hundreds who came to admire the arrangements and to buy from the excellently displayed articles of merchandise. Here they found everything for the entire family---for the ladies, for the children, for the men---in clothing, shoes, dresses, ready-to-wear, and in fact anything a well regulated Department store ought to carry.

We cordially invite you to call Our store will be closed on next Monday and Tuesday, Sept. 29th and 30th, as those two days constitute our Jewish New Year.

## KIRSCH BROS.

SOUTH LEE STREET

ROCKINGHAM, N. C.