



# Time to Re-tire? Buy FISK

## Standard of Tire Value

A PAIR of Fisk Tires on *your* car will prove that you can't buy more real dollar-for-dollar tire value—that "when you pay more than Fisk prices you pay for something that does not exist." All Fisk Non-Skids have the same style traction tread—strong, actually non-skid and exactly right for the conditions you find on country roads. Buy at least one pair! Better yet, make your *complete tire equipment* Fisk. Begin right now to learn what real tire satisfaction is.

### Here Is An Exclusive Fisk Feature

A special feature of Fisk Tire Value is the policy of Free Service through Fisk Branches in more than 125 principal cities throughout the country. There are Fisk Branches in your State, where your home dealer buys direct and is always sure of promptest attention to your wants. And when the Branch is convenient you can

go there any time, *whether you use Fisk Tires or not*, and make use of the only uniform and complete Free Tire service in the country. There is no charge at any time except for supplies and actual repairs. Take the first opportunity to get acquainted with *Fisk Service*, Fisk Organization, Fisk Methods and Fisk Products.

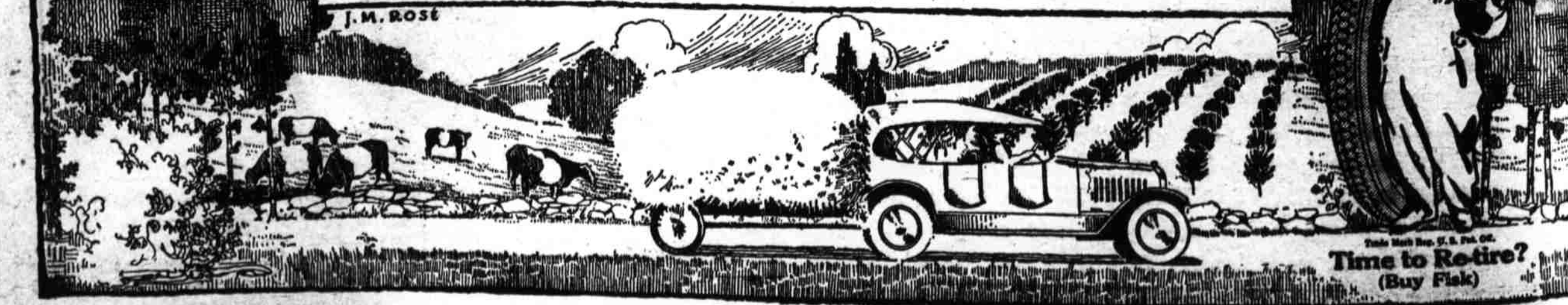
**THE FISK RUBBER COMPANY**  
of N. Y.

**Chicopee Falls, Mass.**

*Fisk Branches in Birmingham, Atlanta, New Orleans, Memphis, Chattanooga, Nashville, Greenville, Columbia, Raleigh, Charlotte, Roanoke, Richmond, Oklahoma City, The Fisk Co. of Texas, Houston, San Antonio and Dallas.*  
*Fisk Dealers Everywhere*

**Your Home Dealer Will Recommend Fisks To You**

J. M. ROSE



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