

# FISK

## The Only Real Non-Skid Tires



### Non-Skid on All Roads in All Seasons

IT'S the tread! And this is the period of the year when your safety and peace of mind must be assured by tires that *actually* prevent side slipping.

Fisk Non-Skid Tires give this surety on all roads.

They hold fast on hard, wet, slippery surfaces, and take a firm grip for the pull ahead on softer road beds. They are the ideal all-year-round tire.

When you buy a Fisk Non-Skid you are getting more than temporary anti-skid protection. The buttons wear—they preserve the non-skid character of the tire through month after month of usage.

There is an extraordinary amount of mileage in the buttons alone, and throughout their entire long life you

have the perfect protection which makes Fisk the safest non-skid tire you can buy.

The Company behind the tire, its ability and eagerness to make the best product it knows how to build, the Fisk policy of insisting that users shall have full satisfaction and the product itself which embodies and justifies the policy—these explain why Fisk is the best dollar-for-dollar tire value now for the motorist.

#### Examine this illustration

The basic principle of Fisk Non-Skid protection is perfectly simple. When you understand it you will realize why the Fisk Non-Skid Tires are the only auto tires that furnish such complete protection.

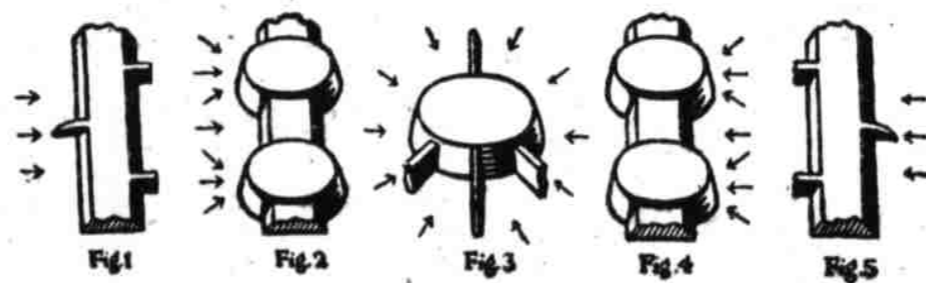


Fig. 1 is the outside rib that makes an uninterrupted counter against direct side slipping or skidding—Fig. 5 is the same protection on the other side of the tread.

Fig. 2 is the outside row of buttons, connected by a second rib of solid rubber. The buttons which are slightly higher than the connecting rib, offer perfect resistance against skidding and because they grip the road so firmly, make the pull forward in soft ground ever so much more positive and certain—Fig. 4 has these identical qualities, but from the opposite directions.

Fig. 3 is the master button around which the Fisk Non-Skid tread is constructed. It supplies resistance against slipping in any direction—no matter which way there is a tendency to skid there is always a flat resisting surface to prevent that skidding, and to assist the sure forward movement of the wheel.

#### THE FISK RUBBER CO. of N. Y.

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 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.  
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