

# PARTNERS IN SAFETY!



Floyd Roberts, on Firestone Gum-Dipped Tires, shattered all track records for the 500-Mile Indianapolis Race with an average speed of 117.2 miles an hour without tire trouble of any kind

# SELECT AND BUY Firestone GUM-DIPPED TIRES



YOU may never drive your car at the record-breaking speeds made by America's famous race drivers — but isn't it a comforting thought to know that Firestone Gum-Dipped Tires have proved their SAFETY at speeds much higher than you will ever drive? In planning your Fourth of July trip or your summer vacation tour, guard your life and the lives of your family with the only tires made that are Triple-Safe.

By Triple-Safe we mean —

**First:** Every fiber in every cord of every ply is saturated and coated with liquid rubber by the Firestone patented process of Gum-Dipping which counteracts tire-destroying internal friction and heat. That means protection against blowouts.

**Second:** They have two extra layers of Gum-Dipped cords under the tread. That means protection against punctures.

**Third:** They have a scientifically designed tread that stops your car up to 25% quicker. That means protection against skidding.

Only Firestone gives you these patented and exclusive SAFETY features. Join the Firestone Save-A-Life Campaign today by equipping your car with a set of new Firestone Tires — **the only tires made that are safety-proved on the speedways for your protection on the highways.**

JOIN THE FIRESTONE  
*Save-A-Life*  
CAMPAIGN TODAY!

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

Tune in on the Firestone Voice of the Farm Radio Program twice each week during the noon hour

### TIPS FOR YOUR 4<sup>th</sup> OF JULY TRIP

**FIRESTONE AUTO RADIOS**  
Tune at \$19.95  
This new Airchief is "As Easy to Tune as Blowing Your Horn." Merely push button — get your station — 4 Tubes — \$24.95



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**BATTERIES**  
For greater power — longer life use a Firestone Extra Power Battery. Ask for our "Changeover" Price.



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**FIRESTONE SPARK PLUGS**  
Save gas — get improved motor performance. Buy the best — save money. 65c Each



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**BRAKE LINING**  
As illustrated \$3.05 up  
Labor Extra

**DRIVING LIGHTS**  
As illustrated \$6.95  
Others at \$1.98 up

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**SPORT GOGGLES**  
Just the thing for your Holiday trip. Various frames and shades. 19c



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**SEAT COVERS**  
Cool as a breeze. Easy to clean. Tailored to fit. Fibre covers are ideal for hot weather driving. Cloth-fibre style coupes \$2.19 up. Other Coupes \$1.69 up



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**HORNS**  
\$2.99 up

**INSECT SCREENS**  
Keep out bugs and leaves. 59c

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**BABY SEATS**  
Complete comfort and safety for the baby in your car. 89c

**PICNIC JUGS**  
98c up  
Four-spout Jug \$1.49

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**TRUNK GUARD**  
Protects your trunk and back of car. Easily installed. \$1.49  
BUMPER GUARDS 89c  
GRILLE GUARDS 89c up

**AUTO CUSHIONS**  
69c 79c 89c \$1.40

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**SEA BREEZE PAD**  
\$1.70  
Keep clothes neat in hot weather.

**GOLF BALLS**  
The "Par-Hole" is a 73c. value. Liquid center 59c

## FRANKLIN HARDWARE COMPANY

Phone 117

Franklin, N. C.