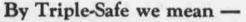
THURSDAY, JUNE 30, 1938

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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.

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