

Their car's **Firestone** safe!



THE FIRESTONE SAFETY FORMULA

Match a deep, safety-designed Rubber-X* tread with an immensely tough safety-tensioned carcass; give the tread a biting grip; take the result and test it vigorously in every condition likely to confront a motorist. It's the performance-proved formula for safety and grip and extra mileage.



They've learned the value of a Firestone-safe car. Firestone tyres give them the kind of safety they need in gruelling, stop-start town conditions, and the long wear they want for economical day-to-day motoring. They've chosen wisely — Firestone for safety and long wear.

Is your car **Firestone** safe?