


## How the Price of $\$ 13.95$ on $30 \times 31 / 2$-inch Firestone Tires Was Made Possible

It is in this period of muchneeded economy that the full benefit of Firestone's development can best be recognized.

The advantage of having two great individual plants has permitted specialization in the highest degree. Plant No. 1 is devoted to the production of Firestone cords---tires that are accepted as the highest devel opment of tire building. Tire repair men who judge values best, class it as the sturdiest carcass made. Forty-seven car manufacturers have adopted Firestone cords as regular equipment during 1921.

Plant No. 2 was erected for the sole purpose of making $30 \times 3 \frac{1}{2}$ Non-Skid fabric tires. With a daily capacity of 16,000
tires and 20,000 tubes, this plant permits refined production on a quantity basis. Its output was 13,700 tires per day during April.

It is such basic economies that enable Firestone to make a price of $\$ 13.95$ on this standard $30 \times 31 / 2$ tire---the lowest price ever made on a standard tire.

Firestone dealers help me ke this $\$ 13.95$ price possible by accepting a smaller profit per sale on this fast selling tire.

We see today the fulfilling of what Firestone men have worked for---public support in soundly ratifying the Firestone standard of "Most Miles per Dollar,"

