

That's worth knowing—

"I always thought there wasn't much difference between tyres."

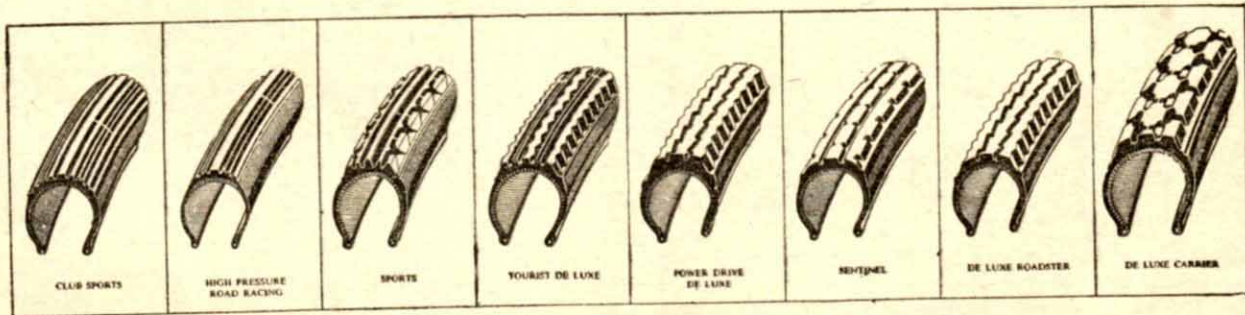
"Well, as I say, I've been riding a bike for a good many years now, and I'd pick Firestone every time. There's a lot of difference, believe me . . ."



There's a very big difference. Take materials for a start: Firestone buy only materials which have passed the most uncompromising tests in their own laboratories. Only one quality is good enough . . . Firestone quality. Take production: a Firestone tyre at every stage of its manufacture is tested and re-tested by the most critical technicians in the industry. Their standards are simple . . . 100% or nothing. Take finished tyres: what was proved in the factory Firestone's test engineers prove afresh in the field — on every kind of surface Firestone tyres must take the rough with the smooth—that's what Firestone tyres have to face. That is why Firestone produce tyres of such consistently high quality.

Firestone

are such consistently
good tyres!



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