



The NEW SIGN AT OUR DOOR

THE NEW sign at our door represents the obligation which we have assumed in giving the motorists of this community a better product and a more complete service at a lower cost.

It represents the most outstanding tire that is made today—the Firestone Gum-Dipped Tire—the tire that holds all world records for speed, endurance, safety and economy. The records speak for themselves.

It represents a new conception of service—a service built around complete up-to-date facilities and a trained organization.

Above all, it represents a willingness to serve, an honest desire for your confidence, and the hope of your business on the basis that we can give you complete satisfaction.

F. E. STERNAL

South Woodward Avenue at Daines Street

Phone Birmingham **9** For Road Service

Firestone TIRES

