



writes
business man.

A satisfied Seiberling owner writes to praise Seiberlings' SAFETY . . . which, indeed, is as remarkable as their Easy Riding and Amazing Mileage!

"In my opinion (writes Mr. G. S.) your air cooled tires are second to none. When I apply my brakes, they do not skid like the ordinary tires. I feel that anyone purchasing Seiberling Air Cooled Tires will be more than repaid for the difference in price."

SEIBERLING Duo Tread Tires are a distinct step *above* the first line standard make of tire. Duo Treads embody an exclusive, patented feature that no other tires in the world can offer—**genuine* air cooling.

In the tread wall of every Seiberling Duo Tread Tire you can see scientifically placed transverse holes. As the tires revolve these tiny holes are compressed and relaxed, automatically. Destructive, dangerous internal tire heat is pressed out; cooler outside air is drawn in. This permits Seiberling to build a 51% thicker tread with 50% less punctures . . . SAFELY! Blow-outs are practically impossible. And the tread is exceptionally flexible so that it grips any road surface *hard*. Lessens the danger of skids. Makes riding and steering easier. Gives you amazing mileage!

* Seiberling genuine Air Cooling is fully protected by patents.

You'll go FARTHER on FACTS than on EXAGGERATED CLAIMS!

THIS TIRE reads WELL

THIS TIRE wears WELL

World's Greatest Tire

Twice As Long

Best Tire Built

Best-proof Tires

Best-proof Tires

Never Skid

Never Skid

Burst-Proof

Burst-Proof

As the tire revolves the holes close in the centre under waight of the car, forcing out dangerous internal heat.

As the holes open again, cooler outside air is automatically drawn in. Only Seiberling offers *genuine* air cooling.

Ask YOUR DEALER to SHOW YOU the FACTS ABOUT

SEIBERLING *Air Cooled* TIRES