

They "DO NOT SKID"

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

Burst-Proof
Never Skid

Safer Than Others

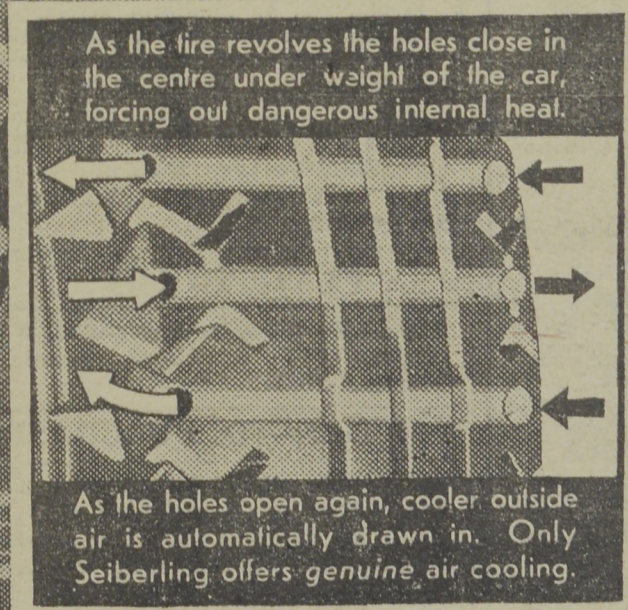
World's Greatest Tire

Lasts Twice As Long

Best Tire Built

Burst-Proof Tires

Burst-Proof
Never Skid



As the tire revolves the holes close in the centre under weight 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.

THIS TIRE wears WELL

Ask YOUR DEALER to SHOW YOU the FACTS ABOUT

SEIBERLING Air Cooled TIRES