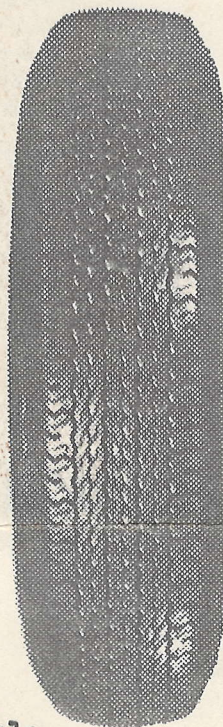


50% EXTRA MILEAGE FOR ONLY 7½% EXTRA COST

BUSINESS REPLY SERVICE
Licence No. E 266

ONE SOUTH AFRICA (PTY) LIMITED



RADIAL PLY tyre
gives startling
extra benefits.
Send for Free Booklet*
describing all
the advantages.

If you are willing to spend an extra R1.20 at the most for the new Firestone F-100 tyre, you can expect : better roadholding - safer cornering - less petrol consumption - no more tyre squeal - exceptional road grip at all speeds - AND - five times this extra cost back in extra tyre mileage.

You may have heard about radial ply tyres. The truth about them may be hard to believe. For example, you can expect 50% more mileage than you have ever had from tyres before. You will get even better service from the new F-100's under severe driving conditions - and as much as seventy-five per cent extra mileage where conditions are exceptionally hard on normal tyres.

Even though Firestone F-100 tyres have been made and sold in South Africa for more than a year, they are still hard to get. Manufacture is slower than for a regular tyre and people who know the advantages of the F-100 snap up the limited supply quickly.

Here is how you can get two or four Firestone F-100's for your car. Indicate on the reply card how many F-100's you want, when you want them, the size and your preferred dealer. We will reserve the tyres for you and let you know at the proper time.

Should you decide you are not ready for the tyres when they are available you just refuse them. Or, if you wish, we will re-schedule your reservation for a later date.

Your F-100 tyre reservation costs you nothing and does not place you under the slightest obligation. It can save you many rands of tyre expense and increase your driving pleasure and safety. Send your reservation form in today !

Yours sincerely,

G.P. MORUM
SALES MANAGER.

* FREE : A booklet about the Firestone F-100 RADIAL PLY tyre is now available. Just indicate your request on the reservation form.

Firestone South Africa (Pty.) Ltd.

FACTORY AND GENERAL OFFICES: P.O. BOX 992, PORT ELIZABETH

MANAGING DIRECTOR: CLIFFORD EARL EHRETT (USA)

DIRECTORS: THOMAS ALEX KRUGER (USA)

CLAUDE JUSTIN WILMOT

Dr. MARTHINUS DAVID MARAIS