



bring 'em into your showroom the easy way

... with the new Bridgestone ICHI-BAN sweatshirt

Here is the sure-fire way to build traffic—Bridgestone ICHI-BAN (pronounced "eechie-bahn") sweatshirts are an instant success wherever they appear—teen-agers can't resist them. Once the guys and gals in your area see one of these new sweatshirts, the rush is on to your display room (and you've started a new teen-age fad that builds new traffic and new business for you).

Bright red sweatshirt has Bridgestone crest in white on the front . . . GIANT Japanese letters on the back (they spell out "Number One" in Japanese). Your price only \$2.60 each . . . *suggested retail \$4.00*. They're packed three medium, two large, and two extra large to a box.

ACT NOW! The supply is limited. Order today and get in on Bridgestone's special introductory offer—buy six new ICHI-BAN sweatshirts and we give you one FREE—use it for display in your showroom. Or, better still, give it to some active, popular teen-ager you know. He (or she) will act as a Pied Piper to lead other teen-age customers and prospects to your store to get their Bridgestone ICHI-BAN sweatshirts (and while they are there, you can give them the sales story on Bridgestone for '66).

Order your supply today for FAST delivery. Fill in and mail the handy order card enclosed.



BRIDGESTONE by Rockford

ORIGINAL . . . DIFFERENT . . . ORIENTAL