

# Unbeatable Deal!



Lion Apparel  
6450 Poe Ave, Suite 300  
Dayton, OH 45414

ARTESIA FIRE EQUIPMENT  
P.O. BOX 1367  
ARTESIA, N.M. 88211-1367  
1-800-748-2076



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#### Available Options:

- Flashlight strap
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## \$100 off Lion 24™ In-Stock Turnouts Lion's Economic Incentive

Economic times are tough right now and departments are looking to reduce costs. We want our customers to fight fires in the gear they trust—Janesville®. So, from November 13, 2009 until March 31, 2010, Lion has reduced their price to the dealer by **\$100** on JV24™-F or JV24™-A coat/pant orders (\$60 off coat and \$40 off pants). **We're passing that savings on to you!** Just think, a department can save \$1,000 on 10 sets of gear—nobody is looking after the customer like Lion and ARTESIA FIRE EQUIPMENT.

Top-quality turnouts at a price you'll love! Whether a fire department is upgrading its PPE, outfitting recruits, or adding personnel, Lion 24™ delivers turnouts faster than anyone. We can ship your gear as fast as 24 hours, when ordered without options. JV24™-F and JV24™-A delivers fast, solid thermal protection in a cost effective package.

### JV24™-F ISODRI SYSTEM Features Coat \$ 669.00, Pants \$ 455.00 = \$1124.00

- § Built with isodri® protective systems
- § Rugged gold Fusion™ outer shell of Kevlar®/Nomex®
- § Glide™ 2L AraFlo® E-89™ (K7) thermal liner with CROSSTECH® moisture barrier
- § Bi-swing back for optimum forward movement
- § Zipper front closure
- § Freedom® Elbow and Knee design
- § Semper Dri™ System in water wells, yoke, and lower legs
- § Gold polymer-coated aramid reinforcements in elbows, shoulder caps, knees and cuffs
- § External take-up straps for custom fit
- § EZH H-Back quick adjust, non-stretch suspender

### JV24™-A Features Coat \$ 559.00, Pants \$ 395.00 = \$ 954.00

- § Tough Advance outer shell of 60% Kevlar®/ 40%Nomex®, available in black or tan
- § Chambray Pure® thermal liner (D9) with Gore RT7100 moisture barrier
- § Low-rise hem for increased mobility
- § Zipper front closure
- § Semper Dri™ System in water wells, yoke, and lower legs
- § Outer shell fabric reinforcements in elbows, shoulder caps, knees and cuffs
- § External take-up straps for custom fit
- § EZH H-Back quick adjust, non-stretch suspender

