Why Firestone gives much more in this Cord Tire

THE dealers say there is no argument—the Firestone Cord, compared side by side with any other, sells itself.

No wonder. It is so much bigger. It is built to the largest standard oversize of the industry. For example—

It has much greater air capacity than the average.

It contains much more material than the average.

And it delivers extra mileage in proportion.

The thicker, heavier tread that looks and feels the part of its extra mileage is another reason why it sells itself.

So if you are not "in the know" about the mileage Firestone Cords are giving, don't buy another tire until you find out.

They are built like the Firestone Giant Cord Tire for trucks, only more supple, more resilient, tensioned exactly to the character of the car that their size is intended for.

This Cord is not only the largest standard oversize, but it has a thicker, heavier non-skid tread, good for thousands of extra miles of travel.

And that tread is as good as it looks from the standpoint of preventing skid, slide or spinning of wheels. It has a tractive power never before equalled in a rubber tread, yet it has no inclosed hollows or suction features to be a drag on speed or a drain on power.

The cords are treated and the tire is built by the same methods used in the Firestone Giant Cord. And this Giant Cord is one of the reasons why over half the truck tonnage of America is carried on Firestones.

That indicates what Firestone has done for Cord Tires.

The buying of tires for trucks is a cold-blooded business proposition. Mileage must be the answer. And Firestone gets the business.

Business men who operate trucks have Firestones on their passenger cars. Profit by the experience of those who make a business of buying tires.

Firestone has built an organization that is known as the dynamo of the industry.

Firestone has done the things that attract the men who think, and a Firestone man is so situated that he thinks clearly and intensively on the job. He is getting more out of life than the average man, his future is more assured.

Over 90% of the Firestone workers own stock in the Company. Firestone men have homes of their own in Firestone Park. There is a Firestone insurance fund, a Firestone bank, a Firestone clubhouse.

These are reasons why Firestone gives more.

Firestone men have established themselves in Singapore to buy rubber at a saving for you. They established a fabric mill to save more for you. They built a separate factory and designed special machinery for it to make a big saving for users of 3½-inch tires—enabling the main plant to concentrate on this new standard oversize Cord Tire.

Get the benefit of this Firestone man power and Firestone resources. Ask your dealer for Firestones—he has the size and type you want.

This is the

Firestone Year