

# Race Drivers DEMAND the TIRES WE SELL!

**THE** Indianapolis 500 Mile Endurance Race is famous as an endurance test and battle of tires for no driver can win this race who has tire trouble. He races over a hot brick track at a speed of 100 or more miles per hour. For eleven consecutive years Firestone Gum-Dipped Tires have been on the winning cars.

**FOR** years the winner of the hazardous race of Pike's Peak climb—where a slip meant death—used Firestone Gum-Dipped Tires.

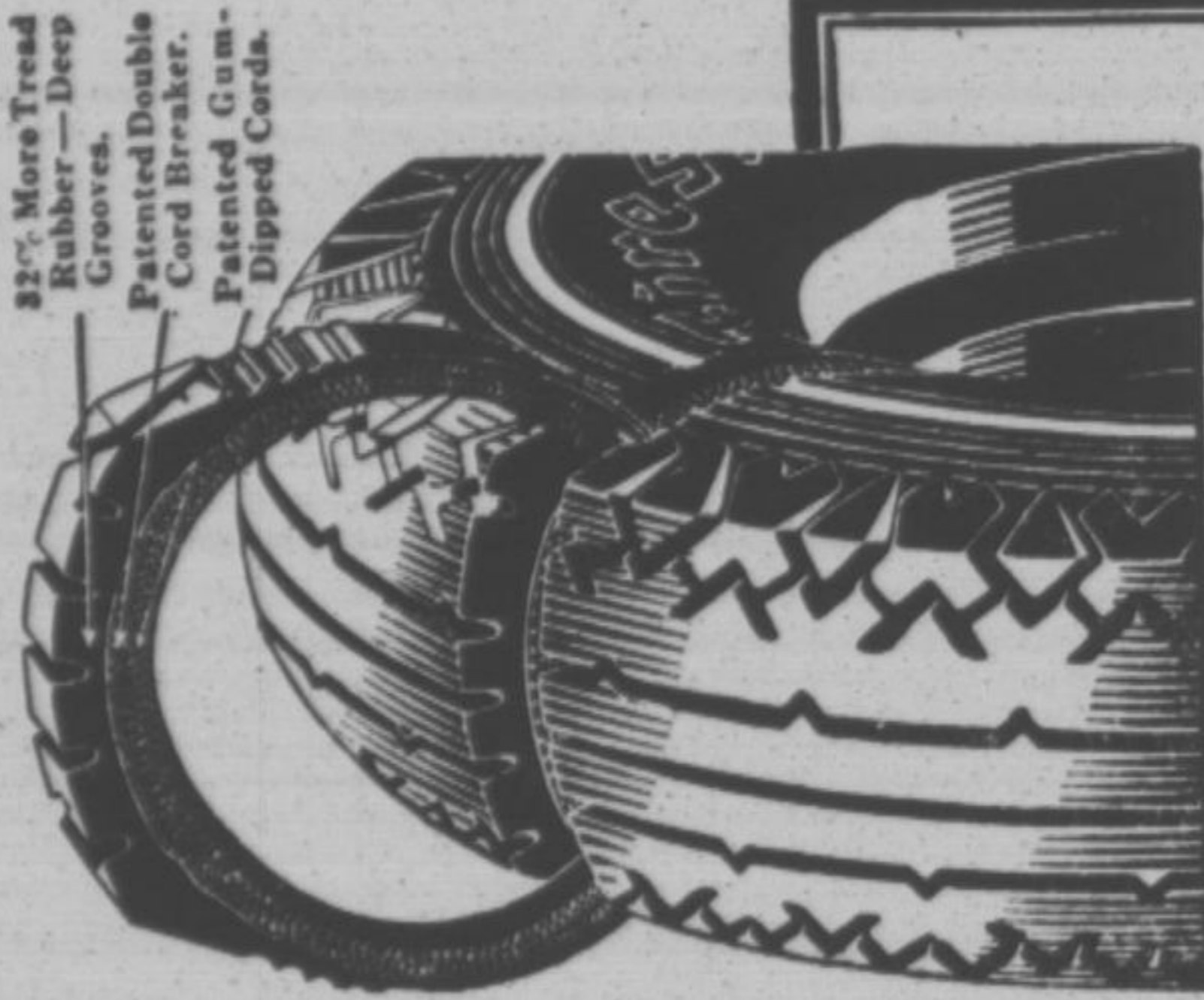
**1. THESE** drivers do not simply choose Firestone Tires. They demand them. They know by experience that this tire never fails. It never fails because it is built not to fail by the special Firestone processes of tire building.

(a) Every fibre of cotton thread going into the making of the cord fabric, which is the foundation of the tire, is coated and cushioned in rubber by the Firestone patented Gum-Dipping process.

(b) Under the tread is the Firestone patented Gum-Dipped Double Cord Breaker—which means not only two extra plies where most needed, but also sets the Firestone Tire apart as an all cord tire, while others are woven fabric and cord.

(c) Firestone Super High Speed Tires now have 32% more rubber in the tread, giving deeper grooves that will give you over 50% more non-skid wear before the tire is smooth.

**2. THESE** are not just features. They are basic differences in tire building proved by service.



32% More Tread Rubber—Deep Grooves.  
Patented Double Cord Breaker.  
Patented Gum-Dipped Cord.

## Firestone GUM-DIPPED TIRES

Hold All World's Records  
on Road and Track for


**SAFETY,  
MILEAGE,  
SPEED and  
ENDURANCE**

—for eleven consecutive years have won the 500-mile Indianapolis Endurance Race.

—were on winning cars in Pike's Peak Race—where a slip meant death.

—were on the Studebaker Car which went 30,000 miles in 26,326 minutes on a board track at Atlantic City in 1928.

—were on the GMC Truck carrying a two-ton load that hung up the Coast-to-Coast Endurance

THE  MONITOR TOP SAVES YOU MONEY...  
BEFORE YOU BUY—KNOW WHY



*All... how much our  
General Electric Refrigerator  
has saved us!*

The economical operation of the Monitor Top is accountable for the overwhelming popularity of General Electric Refrigerators.

**G**ENERAL ELECTRIC Refrigerators are not in the luxury class. They reduce expenses. They save money.