## Observe the CORDS!

 Tires we abandoned so-called "Cord" Tires, and in the Palmer-Web
making in 1913. They have CORDS only, - giant Cords (as shown in picture
herewith) and only two layers of these, with a layer of Rubber be Each one of these two CORDS is strong enough to lift a Man's It is the enormous Strength of these flat, rubber-impregnated, Wives to 1500 Miles, at 76 Miles per hour average, without changing a Tire. distance, Race during the past two years on Silvertown Cord Tires

UUCH is the marvellous Resilience of these Two-layer
(Silvertown) CORD Tires that a Car will coast $25 \%$ to ould the same Car on the best Fabric Tires made. This easily-proven fact indicates why the same Motor-power
drives the same Car 17\% faster than that Car could be driven on the best Fabric Tires. It also supplies a key to the $25 \%$ saving on Gasolene, per mile,
which results from the use of Silvertown CORD Tires, of riding on in Silvertown To clearly, explain the wonderful smoothness the ground instead of driving"over it. This is probably the highest attribute of the Silvertown Cord Tire-that which is mpst valued by the critical Car-Owner.

QILVERTOWN Cord Tires, are made with Silvertown TEUTONS FACE BEIN













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 Bullet Wounds Man Ther beer





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