

Your Part in the Shattered World's Record

Likely you were not one of the 40,000 persons who sprang cheering to their feet as Johnny Aitken's volleying Peugeot, leading a field of 31 starters, shot across the finish line in the Astor Cup Race at the Sheepshead Bay Speedway last Saturday. Likely you were not one of the frantic throng that thundered its tribute to the man who had capped the speed-effort of five thousand years—who had smashed every record above 50 miles by driving the 250-mile classic at the astounding rate of 104.66 miles an hour—the fastest pace for this distance since the world began. But more than likely you are one of the three million American Automobile Owners for whom this brilliant performance and its contributing factors have a direct lesson.

Aitken drove his race, and won it, on Goodyear Cord Tires.

Rickenbacher, who flashed past the checkered flag in second position at the wheel of a Maxwell, also rode Goodyear Cord Tires.

Neither Aitken nor Rickenbacher touched his tires during the whole course of the race. And two of the tires Aitken rode were used by him in winning the Cincinnati Sweepstakes on Labor Day!

Not one of the seven cars wearing Goodyear Cords in the Astor Cup Race halted an instant for tire trouble.

Now consider the fact that these Goodyear Cords, carcass and stock, are identical with the ones you buy!

The quality that stood the burning, tearing, grinding punishment of 250 miles, over an edge-to-edge board course at the amazing pace of more than a hundred miles an hour, is standard.

The materials that sustained the hardship and stress of the fastest race of this distance the world's tracks ever saw, are in every cord tire we build.

The endurance that served without faltering under the most ruthless and

unmerciful pummeling, that can be inflicted upon an automobile tire, is the portion of every Goodyear Cord user.

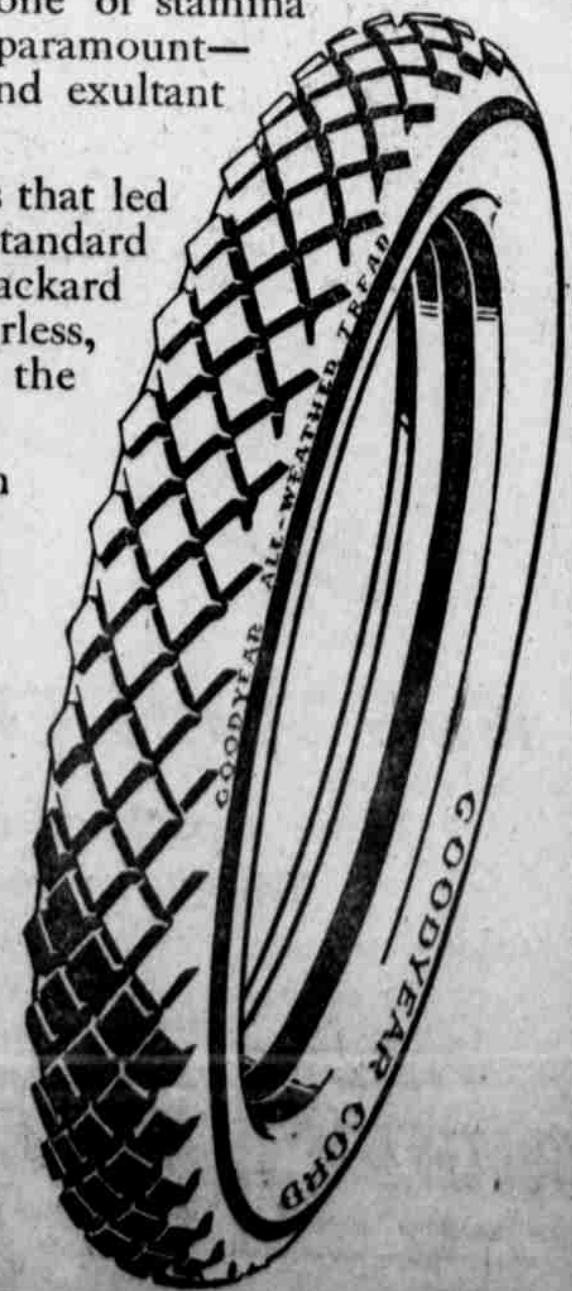
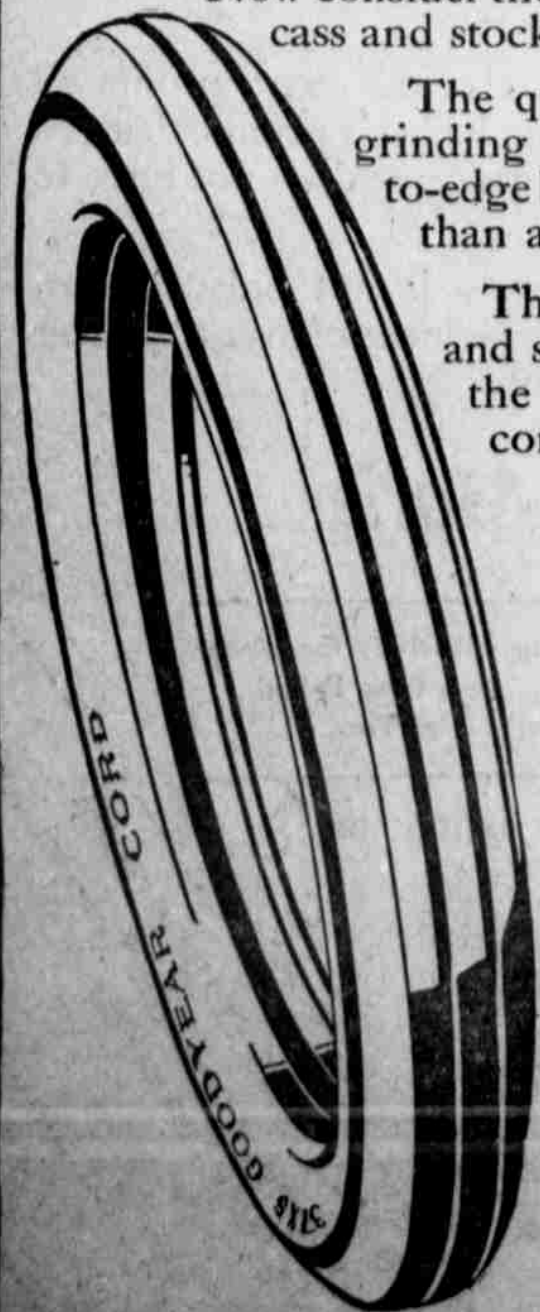
This is your part in the shattered world's record—the lesson that Goodyear Cord Tires are best for any car, for *your* car.

Their spectacular "one-two" victory at Sheepshead Bay is not an isolated instance of their supremacy. The racing records of the past few months—De Palma's mark at the rate of 103 miles an hour on a one-mile track at Des Moines, Rickenbacher's winning in the 300-mile Tacoma event, Aitken's pace of 97.06 miles an hour in the 300-mile Cincinnati Sweepstakes, and so on—are formidable with additional proof.

Formidable with proof, not alone of stamina and hardihood—though these are paramount—but of the in built speed, spring and exultant vitality of Goodyear Cord Tires.

With proof of the very qualities that led to the adoption of these tires as standard equipment on the Franklin, the Packard Twin-Six, the Locomobile, the Peerless, the White, the Haynes Twelve, the Stutz and the McFarlan.

With proof that these tires—on track or road—are *better*.



The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
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Cord Tires

Goodyear Tires, Heavy Tourist Tubes and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.