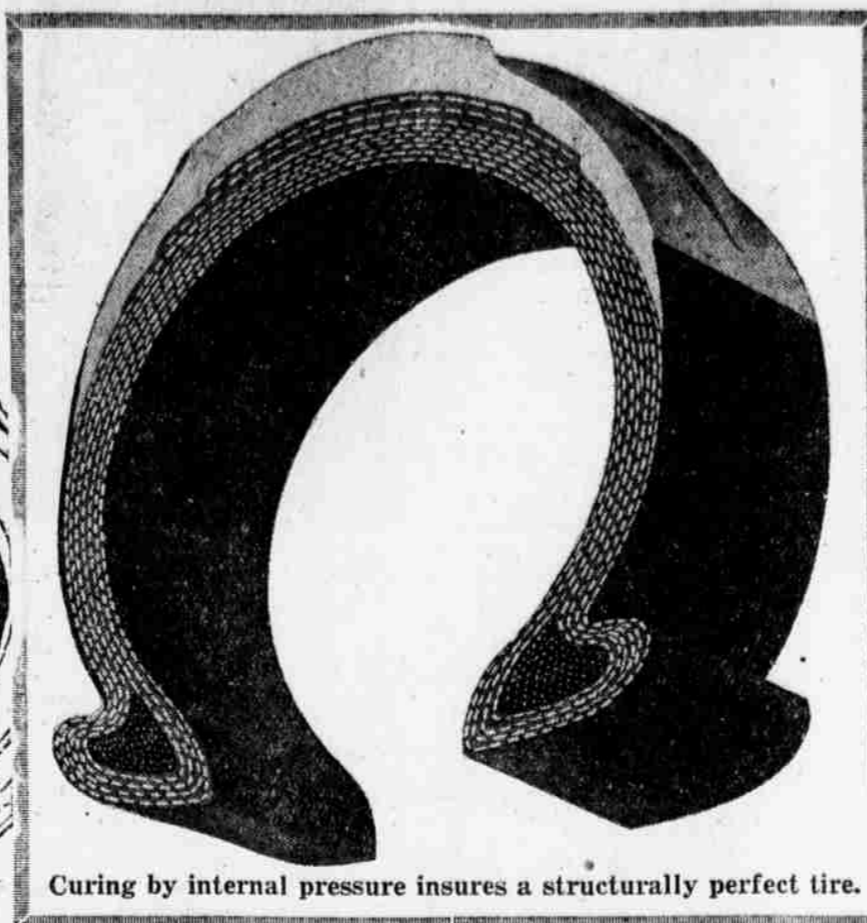
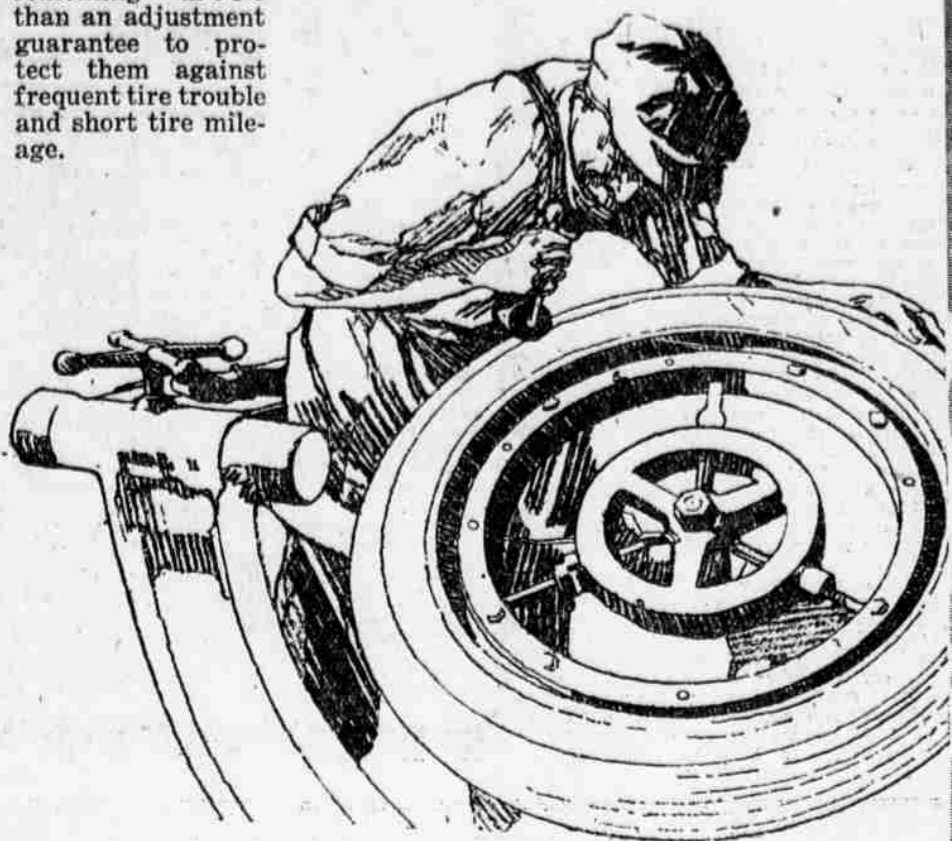


Motorists are beginning to demand something more than an adjustment guarantee to protect them against frequent tire trouble and short tire mileage.



Curing by internal pressure insures a structurally perfect tire.

Speedway Tires are cured by an internal expansion process of curing. Hidden flaws have been banished entirely by this new process.



Hidden Flaws

They were formerly the cause of much tire trouble, but they have been banished entirely by this new process

THE public is ready for such a tire as the National Speedway. Motorists have grown weary of adjustment wrangles and they are looking for a tire that will perform as perfectly on the car as it does in the advertising.

And this could only come from the discovery of a process that involved none of the risks of mold-pressure curing.

We build National Speedway Tires on a collapsible core and take the core out before the casing goes into the mold.

Then we insert a newly devised inner tube into the tire and close the mold.

No external pressure is exerted on the mold; it closes of its own weight.

Next, by a most ingenious means, we fill the special inner tube with water until it attains a pressure of 200 lbs. to the square inch. This *internal pressure* is maintained until the tire is thoroughly cured.

During the entire process not an ounce of *external pressure* is applied.

Hence distortion is impossible. The tire comes out a perfect, flawless, solid-molded unit, ready to deliver the limit of uninterrupted mileage.

Pinching, bruising, bead displacement, rim cutting—these things simply *can't happen* under internal hydraulic expansion.

National Speedway has found the quick route to customer good will.



What Mold Pressure Does

When a tire goes into the mold it is just a soft plastic mass of rubber and fabric (or cord). It can be worked into almost any shape. Now picture two enormous iron molds closing over this pliable structure and an external pressure of from 150,000 to 300,000 pounds applied against the uncured tire and the solid iron core upon which it is mounted.

Unless the tire is perfectly constructed and seated in the mold (and errors are easily made here) some part of the casing is going to be distorted. The fabric may be pinched up into the tread, the stock may be pulled or pushed into a wrong gauge, creating a bruise in the fabric or cord, or the bead may be forced up into the side wall. These are common defects that cause blowouts. And the worst of it is—they seldom show on the outside.

A Special Message to Tire Dealers

Sell Speedway Tires under a new co-operative plan that means not only bigger profits but a sounder and more stable business

SPEEDWAY Tires have undergone a radical change not only in method of manufacture, but in method of merchandising as well.

Our trade policy is unique.

It makes of the dealer something more than a mere intermediary between ourselves and the ultimate consumer.

It makes him a partner with a partner's share in the profits.

It insures for him ample financial assistance if he needs it and can prove his responsibility or integrity. This is not an empty promise, as many Speedway dealers will tell you. It is not a trick to arouse your interest.

We mean what we say.

We have perfected a new policy of selling that makes it possible for a dealer who is honest and aggressive to get into the tire business in a big way with a small amount of capital.

This is a long step in the right kind of co-operative selling. It places the proper premium on BRAINS and SELLING ABILITY and INTEGRITY.

Have you all THREE?

If you can qualify, write or telephone for an appointment.

NATIONAL RUBBER PRODUCTS CORPORATION
660-662 N. Broad Street, Philadelphia

Speedway Tires

Guaranteed 6000 miles in writing