

STEELEIDEA

## Faith

Eras of Prosperity Invariably Follow Periods of Business Depression. Therefore Philadelphia Manufacturers Should Plan Now for Future Expansion

This is an opportune time for industrial executives to plan the expansion of their plants, in order to meet the growing trade revival which is supplanting the period of
depression and uncertainty. depression and uncertainty.

Far-seeing business men will study their building problems now, if they hope to maintain production schedules and cope with their competitors during the busy days which are ahead of us.

Competent building counsel will save them thousands of dollars and secure for
The Steele Idea of Industrial Construction is based upon one fundamental principle
ntralized responsibility. All details of design, construction and equipment are placed in the hands of a single organization which is made responsible for the entire plant as an efficient operating unit.

That it is the right idea is evidenced by the fact that year after year more than half of our business has come unsolicited, from firms we previously served. Below we the number of buildings we constructed for them


We will gladly explain this idea further to any executive.

## Wm. Steele \& Sons Co.

ARCHITECTS-ENGLNEERS - CONSTRUCTORS


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## Business Needs Lower Transportation Costs

It is recognized that the need of the hour is a reduction in transportation costs to stimulate industry and commerce and improve general business conditions.
Firestone
Again Leads in Lowering Transportation Costs By Reducing Prices 20\% 10\% 10\% Reduction Reduction Reduction Coral Tires

Fabric Tires
Truck Tires

| Sizo | ord <br> Price | Now <br> Price |
| :--- | :---: | :---: |
| $30 \times 3^{1 / 2}$ | $\$ 24.50$ | $\$ 19.60$ |
| $32 \times 4$ | 46.30 | 37.05 |
| $33 \times 4^{1 / 2}$ | 53.55 | 42.85 |
| $35 \times 5$ | $\mathbf{6 8 . 4 5}$ | 54.75 |


| Sixo | $\underset{\substack{\text { Ord } \\ \text { Prico }}}{ }$ | $\xrightarrow{\text { Now }}$ Prico |  | $\underset{\substack{\text { Old } \\ \text { Price }}}{\text { a }}$ | $\xrightarrow{\text { Pow }}$ Prico |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 30x3 | \$10.95 | \$ 9.85 | $36 \times 6$ | \$ 91. | 82.65 |
| $30 \times 31 / 2$ | 13.95 | 12.55 | 40x8 | 165.20 | 148.70 |
| 32x4 | 28.25 | 25.45 | ctiont | $\underset{\substack{\text { Old } \\ \text { Price }}}{\text { den }}$ | ${ }_{\substack{\text { New } \\ \text { Prico }}}$ |
| $32 \times 4$ | 28.25 | 25.45 | $36 \times 10$ | 106.90 | 96.20 |
| $34 \times 41 / 2$ | 40.30 | 36.25 | $40 \times 14$ | 181.75 | 163.60 |

Prices on Other Sizes Reduced Proportionately
No greater tire values were ever given. See your Firestone dealer. He gives the best in service and the greatest in value. Most Miles per Dollar

