

"Sells on Sight"

That's what Dealers say about this New Cord

BECAUSE—it's the first of the new standard oversize cords—so big that it leaves no room for comparison.

You get a lot more tire, which means much more mileage. The cross-section is wider, the air capacity is greater, there is much more material—rubber and cord. And all these extras don't appear in the price. See why below.

The new extra heavy non-skid tread is another feature that makes this tire "sell on sight." You can see and feel the extra volume of choice rubber. And if you are something of an engineer you can tell on sight that the tread angles *will* prevent skid, slide or spin. Whether you are an engineer or not, you will know as soon as you drive these tires that they have real traction, that they *do* hold the road.

And this cord is as much better inside as it is outside. Firestone builders soak the cords in rubber so they become saturated. Then they put an extra coat of gum between the layers of cord.

It not only "sells on sight" but it delivers mileage and the kind of service that wins permanent users.

How Can Firestone Give So Much More for the Money?

BECAUSE—Firestone is building more mileage per dollar into tires than other makers. And that is because Firestone has done big, practical things in the way of organizing man power and capital.

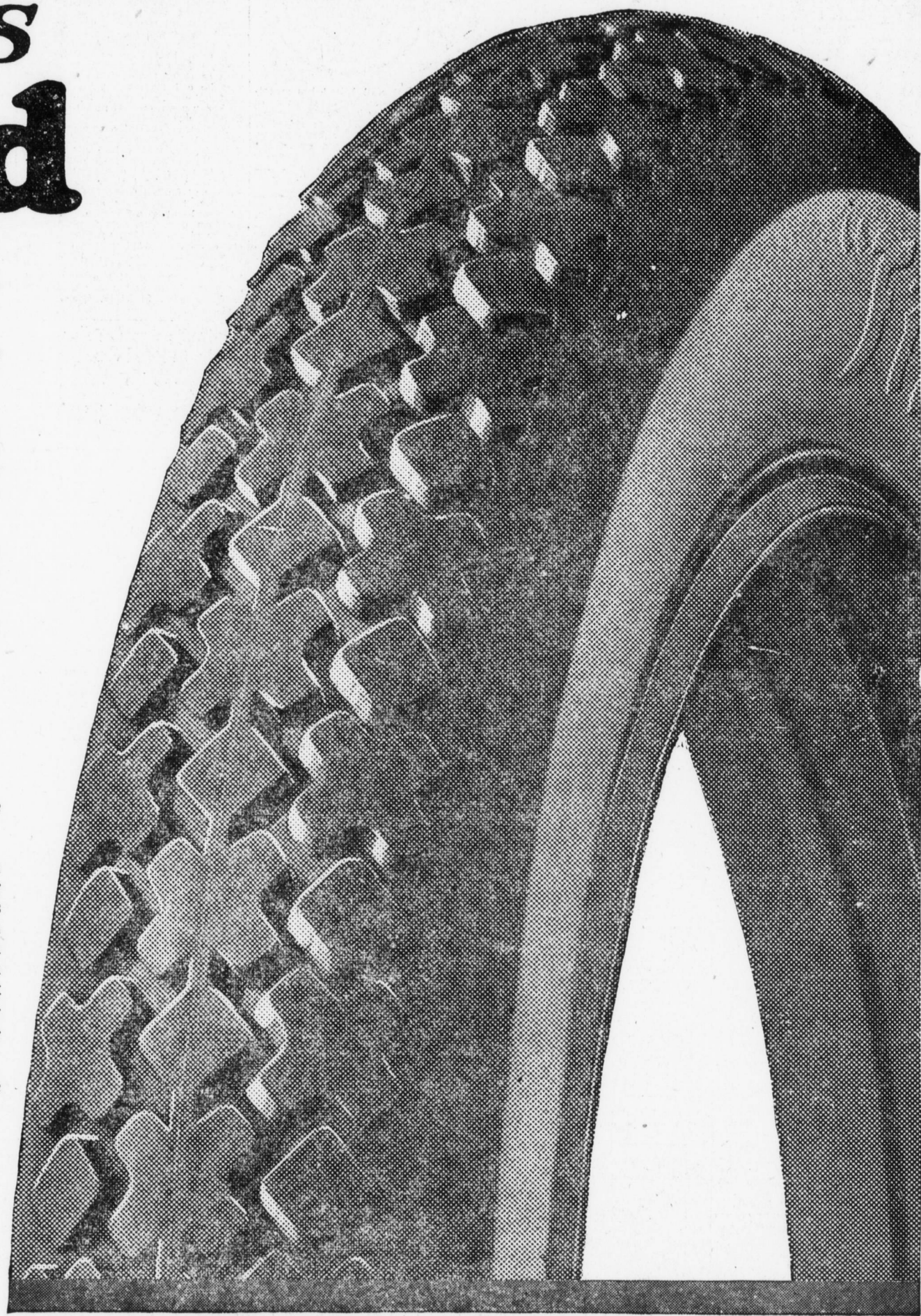
The 16,000 Firestone workers are doing more per man than the workers in any other organization, so far as we can determine. They are putting more into their work because they are getting more out of it—the things that make for happiness, efficiency.

Over 90% of them own stock in the company.

Thousands own their homes; Firestone Park is the "fireside" of Akron.

So, whether it is the Firestone man in Singapore buying rubber and shipping it direct, whether it is the tire builders in the great Firestone factories at Akron or the men in the field serving you through your dealer, you can count on it that they are giving car-owners most miles per dollar—bigger value this year than it has ever been possible to deliver before.

Let your dealer show you this Firestone Cord.



This is the

Firestone

Year