

**FEVERY** resident of Oregon diverted 50 cents a day of his or her present normal expenditure to the purchase of Oregon-made products the immediate result would be:

25,000 more people employed in Oreegon industries.

> \$30,000,000 increase in annual payrolls of the state

\$120,000,000 increase in yearly output of Oregon factories.



Buy from merchants who

recommend Oregon Quality goods. They guarantee the merchandise they sell. They are community upbuilders.

They merit your patronage.

display this sign. Merchants who display this sign

Insist upon Oregon-made products They successfully compete with the world's best.

Buy Oregon-made goods on MERIT. Ous half dollars will build a greater Oregon,

> Send for directory of products manufactored in Oregon. Refer to it when you make your purchases

## Associated Industries of Oregon

702 Oregon Building, Portland, Oregon

The tire section above at the left shows the condition of a Firestone 33x41/2 Cord Tire after 20,994 miles on a Yellow Cab in Chicago.

The section at the right was cut from a new Cord of the same size. Careful measurements show that only 1/3 of the tread of the tire on the Yellow Cab has been worn away after this long, gruelling test. The careass is intact after more than 11,000,000 revolutions.

thousands of instances, they have given from 15,000 to 30,000 miles. \*

Look at the tread scientifically angled tire comfort and econagainst skid, massive omy complete.

COHN AUTO CO.

and heavy in the center where the wear comes, tapered at the edges to make steering easy and to protect the carcass against destructive hinging action of high tread edges. The carcass is air bag expanded to insure uniform tension and paralleling of every individual cord. It is double "gum dipped" to make sure that each cord is thoroughly insulated with rubber.

This is the reason why Firestone Firestone Cords have averaged over Cords unfailingly deliver extraordinary 10,000 miles on Chicago Yellow Cabs mileage. It explains the unanimous de-(1,200 cabs all Fire- mand of thoughtful mand of thoughtful

stone equipped). In tire buyers for these values. The local Firestone dealer will continue to provide the personal service that makes Firestone

MOST MILES per DOLLAR

OLDFIELD"999' 30 x 31/2 FABRIC Phus Tax 30 x 3 size \$7.99

Exact Reproductions from Photographs

