

Mulford Drives 500 Miles on Same Set of Tires and Sets World's Mark

A new world's record for tire endurance was established on the Indianapolis Motor Speedway last Friday during the great 500-mile classic. For the first time in motor racing history a racing car traveled the entire distance on the four original tires. The casings used were the Braender tires, made by the Braender Rubber & Tire Co. of Rutherford, N. J.

Such a record speaks volumes for the car and casts much credit on the driver, but the real glory of the epoch-making performance goes to the tires. Three 500-mile races have been held in Indianapolis. In the first two events cars were few which even carried one casing throughout the grind. Dawson did it in the second race and the occurrence received much comment. This year the record of having the same four tires which started the race and finished it was made.

Too much can not be said for a tire which will withstand 500 miles of the

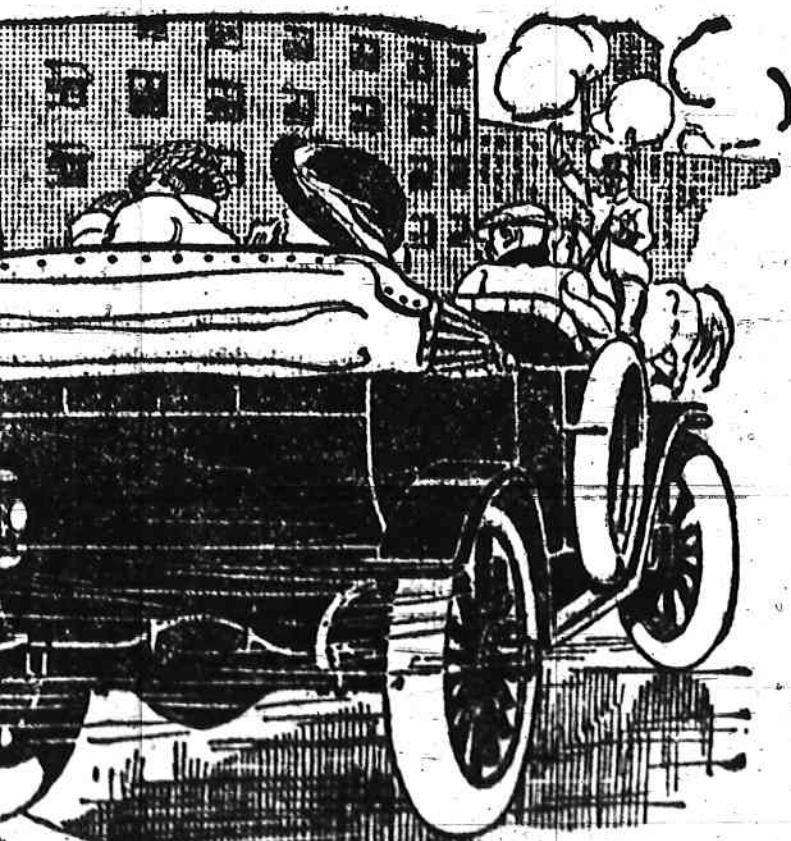
hardest usage to which rubber can be subjected. The feat approached the marvelous. Starter Root, when seen yesterday noon, asserted that he had looked at the tires at the finish of the race and they showed little sign of wear. "Never in my life," he said, "have I seen tires withstand such a strain."

Braender tires are made by the single cure wrapped tread process. It is the most modern method of manufacturing a pneumatic tire. The single cure process differs from the full molded tire; in fact, the former is made and amalgamated in one operation. The full molded tire is built to a core to fit the mold exactly. If there is too much rubber the tire will buckle and in the majority of cases does not show up until the tire is in use. If there is too little rubber the tire will not receive the proper pressure. This means rim cuts, separation of the ply of fabric and loose treads.

The single cure tire differs in that the mold protrudes only one-third the distance from the beads. This allows the cloth wrapper to compress the tire properly without any buckling. The result is a uniform tire.

The proof is evident in the fact that in the full molded process the tire is brought to the pressure and in the single cure wrapped tread process the pressure is brought to the tire.

This is one of the points why Braender tires give service and satisfaction. Braender tires are made of the best combed sea island fabric and Para rubber that the market affords. They are made by experienced workmen in one of the most modern and best lighted factories. Each tire is carefully inspected before leaving the factory.



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