



Smithsonian Institution

Smithsonian National Air and Space Museum Archives

Bendix Air Races Collection - 1933 International Air Races (Chicago), Gordon Bennett Balloon Race, Official Program

Extracted on Feb-06-2023 05:57:13

The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.

The Smithsonian Institution (the "Smithsonian") provides the content on this website (transcription.si.edu), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the [following terms](#).

- If sharing the material in personal and educational contexts, please cite the Smithsonian National Air and Space Museum Archives as source of the content and the project title as provided at the top of the document. Include the accession number or collection name; when possible, link to the Smithsonian National Air and Space Museum Archives website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact Smithsonian National Air and Space Museum Archives or transcribe@si.edu

For more information on this project and related material, contact the Smithsonian National Air and Space Museum Archives. [See this project](#) and other collections in the Smithsonian Transcription Center.

Firestone
Triumphs at "A Century of Progress"

Have you ever seen a tire made?

More than three million people have gone through the Firestone Factory and Exhibition Building at "A Century of Progress" and have seen Firestone Tires made - from the mixing of the rubber and Gum-Dipping of the cords to the actual building and curing of the tire.

The Firestone Gum-Dipping Machine shown at the left saturates and coats every fiber within the high stretch cards with pure liquid rubber, adding eight pounds of pure rubber to every one hundred pounds of cord. This is an extra process for safety and blowout protection not used in any other tire. It is one of the reasons why Firestone Gum-Dipped Tires hold all World Records on road and track for Safety, Speed, Mileage and Endurance.

When you visit the World's Fair, we invite you to see how Firestone Gum-Dipped Tires are made and also to see the Firestone Multi-Color Shadow Sign shown above and the Firestone Singing Color Fountain shown way below, the only installations of their kind in the world.

[[image]]

The MASTERPIECE of Tire Construction

TIRES - TUBES - BATTERIES - SPARK PLUGS - BRAKE LINING -
RIMS - ACCESSORIES



Bendix Air Races Collection - 1933 International Air Races (Chicago),
Gordon Bennett Balloon Race, Official Program
Transcribed and Reviewed by Digital Volunteers
Extracted Feb-06-2023 05:57:13



Smithsonian Institution

Smithsonian National Air and Space Museum Archives

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: <https://transcription.si.edu>

On Facebook: <https://www.facebook.com/SmithsonianTranscriptionCenter>

On Twitter: [@TranscribeSI](https://twitter.com/TranscribeSI)

Connect with the Smithsonian

Smithsonian Institution: www.si.edu

On Facebook: <https://www.facebook.com/Smithsonian>

On Twitter: [@smithsonian](https://twitter.com/smithsonian)