



Here it is! A lower-priced Good Tire!

We call it PATHFINDER, because it pioneers a new level of tire values

ROAD SERVICE



If tire prices have bothered you, here's your chance to smile.

For Goodyear has met this situation, right on the nose—with a low priced tire that is a quality tire—the tire you have been looking for.

This tire is the famous Goodyear PATHFINDER. It's a tested and proved product. More than 3,500,000 of them have been made and sold. We've sold many of them ourselves.

They tell us a tire like this was impossible to build a few years ago.

Only a development like Goodyear's cord fabric SUPERTWIST, and a new triumph in rubber compounding, makes it possible now.

Well, it's here—a big, rugged handsome tire at a big saving, dollar for dollar just as good a value as the famous All-Weather Tread.

Come in and let us fix you up with your size, while we still have it handy in stock.

Compare these Goodyear PATHFINDER values with "unknown" brands

30 x 3½	Clincher Fabric	\$ 8.95	29 x 4.40	Balloons	\$13.95
30 x 3½	Clincher Cord	\$ 9.95	30 x 4.95	Balloons	\$19.35
30 x 3½	Clincher Cord (Oversize)	\$11.45	30 x 5.25	Balloons	\$20.50
31 x 4	Straight Side Cord	\$18.40	31 x 5.25	Balloons	\$21.55
32 x 4	Straight Side Cord	\$19.45	30 x 5.57	Balloons	\$25.10
33 x 4	Straight Side Cord	\$20.40	33 x 6.00	Balloons	\$29.65

Other PATHFINDER sizes including Clinchers at big savings also

PATHFINDER

FRANK E. STERNAL