

100,000,000 reasons why we say "Buy Goodyear Tires!"

The World's Greatest Tire is a Goodyear

Here you see the Goodyear Tire that is speeding. Goodyear sales all over the country.

It is the product of the great experience obtained in building millions upon millions of passenger car tires.

It is the new-type All-Weather Tread Goodyear Supertwist Balloon!

Until this new type Goodyear you never saw a quiet, smooth-running balloon tire with traction equal to this. Safe, sure-footed, this tire has in its tread's center sharp-edged diamond-shaped blocks which seize, grip, and hang-on.

Until the coming of SUPERTWIST cords, casing fatigue and shoulder-break were the arch-foe of balloon tire performance. Since Goodyear developed this amazingly elastic and durable material these troubles have virtually disappeared.

Until now "cupping" and "pot holes" were characteristic of tread wear in balloons. The specially-designed new-type All-Weather Tread meets this issue squarely and insures long, slow, even wear.

These are not imagined benefits. They are tested and proved, proceeding directly from the new-type tread with its heavily ribbed All-Weather pattern and the stout and springy SUPERTWIST cords of which the casing is made.



Whistles screamed at Akron, O., the other day as the 100,000,000th Goodyear pneumatic motor vehicle tire was finished.

A world's record!

Tires enough to fill a train of 55,524 cars—a train 420 miles long!

Tires enough to make a chain twice around the world!

The next time you hear anybody say that "all tires are alike" think of that record—ONE HUNDRED MILLION!

Let it remind you that for 10 years, now, Goodyear has made and sold more tires than any other company in the world.

Realize, too, that Goodyear has the pick of the world's materials—using nearly one-seventh of all the crude rubber that is produced annually—50% MORE THAN ANY OTHER MANUFACTURER!

We want you to buy Goodyear Tires because we want to keep your patronage and good-will.

When we offer you a Goodyear Tire there are one-hundred million good reasons why we do so.

For every Goodyear Tire that has gone before it has done its part in establishing the world-wide confidence that has won for Goodyear the world's production record.

100,000,000 reasons why, today, Goodyear tires are the kind we recommend!

HERE IN YOUR NEIGHBORHOOD WE DELIVER THE SERVICE GOODYEAR WANTS YOU TO HAVE

In order to represent Goodyear creditably in this vicinity we maintain facilities for giving every motor car owner typical Goodyear Service. All that you have to do to enjoy the economy of this assistance is DRIVE IN AT REGULAR INTERVALS (say, every week or ten days) AND LET US LOOK OVER YOUR TIRES, MAKING CERTAIN THAT THEY ARE PROPERLY INFLATED, AND WEARING PROPERLY.

We will inspect wheels for alignment, tires for cuts, see that the valves are in good shape, that your spare is ready for use—in fact, do everything possible to help you prevent wasteful wear and delays. This service costs next to nothing—no charge except for actual repairs—and it enables you to get out all of the many, many miles that Goodyear builds into every tire.

The Complete Goodyear Line Includes a Tire for Every Car and a Price Range Enabling Every Owner to Enjoy the Advantages of Riding on Goodyear Built Tires

F. E. STERNAL

WOODWARD AT DAINES

8 Hour Recharging Service

Phone 9 for Road Service

"MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND"