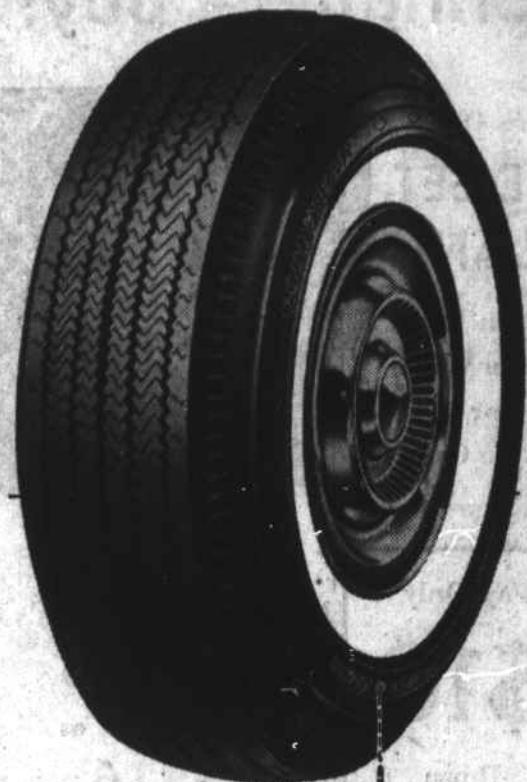




# TESTED and PROVEN!

## ...BY LOCAL PEOPLE Under Actual Mountain Driving Conditions!

Read for Yourself What These Goodyear Tire Users Are Saying About the Quality and Service They Find in Goodyear Tires:



THE BLUE CIRCLE OF SAFETY

This Offer Good Only Until May 30, 1961

### HERE'S WHAT FRANK TRIPLETT SAYS ABOUT GOODYEAR DOUBLE EAGLES:

Over fifteen years ago, I was having trouble finding an automobile tire that I could buy and equip my car with that would give me service. I saw an advertisement on Goodyear Double Eagle Tires. I asked D. O. Ray, manager of Swofford's Tire Store, to order me one set of 4 Double Eagle Tires. When the tires came in, they were installed on my car and they gave me excellent service. I got longer tire mileage than any previous tires that I had ever owned.

I also own and operate a Speedway for Go Karts, and I am still a user of Goodyear tires.

You Too Can Know The Satisfaction of Driving on

# Double Eagle by GOODYEAR

BUILT WITH EXCLUSIVE **3-T** NYLON

## MAY ONE CENT SALE

ON GOODYEAR DOUBLE EAGLE TIRES!

Buy One Double Eagle at Regular Price

Get a Second

### DOUBLE EAGLE

### For Only One Cent

Plus Fed. Tax, Exchange



**GOODYEAR** *we've got it*

**SENSATIONAL 36 Months Nationwide GUARANTEE on new GOODYEARS!**

### NATION-WIDE GUARANTEE

1. Road Hazard Guarantee — All new Goodyear auto tires are guaranteed by written certificate against normal Road Hazards — i.e., blowouts, fabric breaks, cuts—except repairable punctures. Guarantee limited to original owner for number of months specified.
  2. Lifetime Guarantee — All Goodyear tires are guaranteed against any defects in workmanship and material without limit as to time or mileage.
- Any Goodyear dealer will repair without charge, or make allowance on a new tire based on original tread depth remaining and current "Goodyear Price".



Mack Brown, owner and operator of Brown & Graham Motor Co., with salesman Burl Huff, inspects his 1961 Dodge that comes equipped with Goodyear Tires. All his Dodge Trucks and Pickups come equipped 100 per cent with Goodyear Tires.

Mr. Brown states that all his new 1961 Dodge cars come equipped with Goodyear Custom Super Cushion tires, and that they have proven to give satisfactory service to his customers. All his service problems are handled quickly and efficiently by his local Goodyear Dealer.



## NO DOWN PAYMENT

With Your Old Tires

# GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

# SWOFFORD'S, INC.

313 West King Street

Boone, N. C.

AM 4-3001



Mr. Frank Triplett (right), who—more than 15 years ago—was Swofford's first Double Eagle customer, inspects an all new Blue Circle of Safety Double Eagle Goodyear Tire with Store Manager, D. O. Ray.

### O. M. LITTLE SAYS OF GOODYEAR DOUBLE EAGLE:

"I have never had a Double Eagle to fail due to impact breaks or separation."

O. M. Little, local merchant and general hauling contractor, has his 1956 Cadillac equipped with Goodyear Double Eagle Tires. Mr. Little states that his present set of Double Eagle Tires has 19,350 miles on them, and they are only 60 per cent worn.



We Are Equipped To Bring Our Farm Tire Service Right into the Field Where Your Tractor or Farm Implement Is at Work

Chloride Filled Farm Tires for as Little as **\$1.25** per week

No Down Payment with your old tires

Easy Terms

