

LET'S SETTLE THIS TIRE QUESTION NOW

Most manufacturers claim to have "the better tire."
They're sincere.

The tires of 1927 are better, of course, than the tires of 1907 and 1917. It's to be expected that the tire of 1937 will be better still.

But the man buying a tire today wants to know, "What's the best tire on the market NOW?"

Everybody tells him: "I've got it—a bargain." "Here it is—with a special discount." Claim upon claim, inducement on inducement.

Yet, after all, the intelligent buyer will always bank on this "preponderance of the evidence," as the lawyers call it:

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

The reason for this is plain. Goodyear Tires have made good. They are supreme on the road, where performance is the only judge.

Goodyear keeps this leadership unchallenged because

—Goodyear makes the World's Greatest Tire—

Goodyears out-perform any other tires;

Goodyears sell at fair prices without "bargains," "discounts" or cuts in quality;

Goodyears are backed by a standard, friendly, expert service—the kind we give you here.

Every customer we have will vouch for these statements about the Goodyear Tires we sell.

It will be a pleasure to show you the new Goodyear and demonstrate our service.

Lakeview Filling Station

W. H. RICHARDSON, Owner.

Lakeview, N. C.

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