

c ssive year ... The public wouldn't buy r ore Goodyear Tires if Goodyears did not o ler greater value . . . But they do offer greater value, hence they enjoy greater sales . . . Are you wondering what tire to buy? Just ask yourself this simple question: "Why should I buy any tire but a Goodyear when a Goodvear costs no more?".... We think you'll decide it by coming right down to see us.



**Central Service Station** 

WHAT TIRE

**IS BEST** 

\$6.55

\$6.75

5.25-18

\$7.35

5.50-19 \$8.50

5.25-18

\$9.15

5.50-19 \$10.45

6.00-19

\$11.85

6.50-19

\$14.60

Nine times out of ten you will find that the man who advertises is the man who most willingly returns your money if you are not satisfied.

He has too much at stake to risk losing your trade or your confidence. You can depend on him.

He is not in business for today or tomorrow only -but for next year and ten years from next year. He knows the value of good-will.

You get better merchandise at a fairer price than he could ever hope to sell if he did not have the larger volume of business that comes from legitimate advertising and goods that bear out the promise of the printed word.

Don't miss the advertisements. This very day they call your attention to values that tomorrow you will be sorry you overlooked.

DON'T MISS THE ADVERTISEMENTS

Important

When you ask for a product by name, as a result of are offered not as a service to you,