

A MISSTATEMENT YOU SHOULD INSTANTLY CHALLENGE



One of the favorite resources of the tire dealer who has an inferior product to sell is the timeworn misstatement, "All tires are about alike."

It is to his interest to have you believe that; otherwise he rarely could make a sale.

Is there, however, any truth in this statement? Well, perhaps the best evidence is that the tire industry itself has seemingly never believed anything of the kind.

Thus when Goodyear years ago introduced the straight-side type of tire, the industry promptly swung over to that pattern.

Thus when Goodyear introduced the multiply cord type of tire, the industry soon made that type its standard.

Thus when Goodyear pioneered the pneumatic truck tire, the industry at once joined the procession.

Thus when Goodyear introduced the heavy-duty type of tire, the industry immediately went heavy-duty also.

Thus when Goodyear devised a construction essential to the low pressure balloon type of tire, the industry once more followed suit.

Thus when Goodyear recently offered that matchless super-tire the Double Eagle—the industry likewise startled the welkin with new tires with patrician names

It would be strange indeed—if "all tires are about alike"—that one tire consistently should set the pace year after year for the march of the whole industry.

It would be even stranger—if "all tires are about alike"—that one tire against the vigorous competition of all others steadily should sweep into a position of indubitable dominance.

It would be even yet more strange—if "all tires are about alike"—that one tire should so succeed to public confidence and favor that last year its percentage of gain in sales should be near three times the percentage of gain in sales recorded for the industry as a whole.

Yet one tire has done all these things—and that tire is the Goodyear Tire!

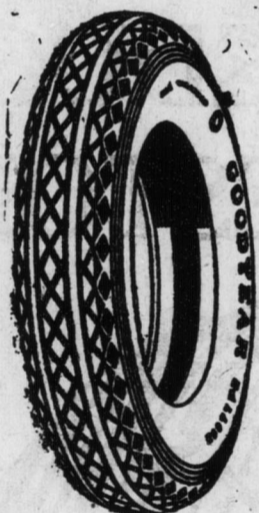
That is why Goodyear, a comparatively young enterprise, has grown to be the largest rubber company in the world.

That is why Goodyear is recognized throughout the world as the greatest name in rubber.

That is why all over the earth it is true this year as for fourteen years, "more people ride on Goodyear Tires than on any other kind!"

Challenge the dealer who seeks to get your good money on the specious plea that "all tires are about alike."

They may be priced about alike, but there the resemblance ends, as any Goodyear user can tell you from his own experience.



GOODYEAR THE GREATEST NAME IN RUBBER

TREAD AND CARCASS: THESE ARE THE TWO MAIN PARTS OF A TIRE. THERE IS GREATER TRACTION IN THE GOODYEAR ALL-WEATHER TREAD. THERE IS GREATER VITALITY IN THE GOODYEAR SUPERTWIST CARCASS. EVIDENCE? ANY GOODYEAR DEALER WILL DEMONSTRATE. PROOF? "MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND."

CLIFFSIDE MOTOR COMPANY

THE HOME OF HUDSON, ESSEX AND WHIPPET CARS

CLIFFSIDE, NORTH CAROLINA

WOMEN
REMEMBER
CLIFFSIDE, NORTH CAROLINA

Another drink.