



# “Heavy Duty”

tells you what it is—  
but not *how fine it looks!*

When Goodyear puts the words “Heavy Duty” on the side-wall of a tire, everybody knows those words mean extra strength, extra service, extra wear.

But in its new Heavy Duty balloon, Goodyear now puts something more—an outward beauty quite as superior as its inner excellence.

This great new tire is ruggedly handsome, massively proportioned, and around either side-wall below its extra-thick and extra-safe All-Weather Tread runs a single identifying stripe of silver.

A striking feature is the way in which the outer rows of All-Weather blocks are prised down into the side-walls, as fresh and unhackneyed a modeling as distinguishes modern sculpture.

Goodyear builds this new Heavy Duty balloon tire for those who want to drive fast and far without worry, and are willing to pay a little extra for that privilege.

If you want to dress up your car and soothe down your anxieties, go see the nearest Goodyear Dealer, and have him change over your tires to new Goodyear Heavy Duty balloons today!

Goodyear can give you greater tire values because Goodyear builds more than

**1-4**

of all the tires sold in America, the remainder being divided among some forty manufacturers. “More people ride on Goodyear Tires than on any other kind.”

THE GREATEST NAME IN RUBBER!

**GOODYEAR**

**J. F. HICKS**  
AT HIS FOUR STATIONS

Carolina—West Washington Street  
J. E. Baxley—at Roberdel  
Five Points—West Rockingham  
Eastside—on Route 50 (East of Town)