

##  $50-54$ SOUTH YNHON STRGEH, CONCORD, N. C.

## Leading the Wortd In Coats Our 745 Stores Present Greatest Values



Not only in Values, but in Styles and Quality you will find that our tremendous organization can provide you with better merchandise. We invite you to see our array of Winter Coats.

## Fur Trimmed Sport and Dress Styles

In suedes and bolivias, well-lined, with fur trimmings. Straight-line and novelty modes in Winter Coats for formal and mformal wear.

# Play Safe This Winter On GOODYEARS 

This is the time of year when the famous Goodyear All-Weather Tread is most appreciated. Extra thick, extra tough, scientifically designed for TRACTION.

GOODYEAR TIRES on your wheels, GOODYEAR TUBES inside them, and a set of GOODYEAR RUBBER NON-SKID CHAINS under the seat for emergencies will
pat you in shape to travel this winter and for a long time to come ith COMFORT and SE CURITY.
We'll trade, if you want Goodyears all around. If one or two casings or a tube or two will round out your equipment we'll supply you promptly, from fresh, new stocks, at prices which make extra valtue doubly certain.

| $30 \times 31-2$ |
| :---: |
| Goodyear AWT <br> Fabric <br> $\$ 9.95$ |

$29 \times 4.40$ Goodyear Gr AWT $\$ 11.65$


