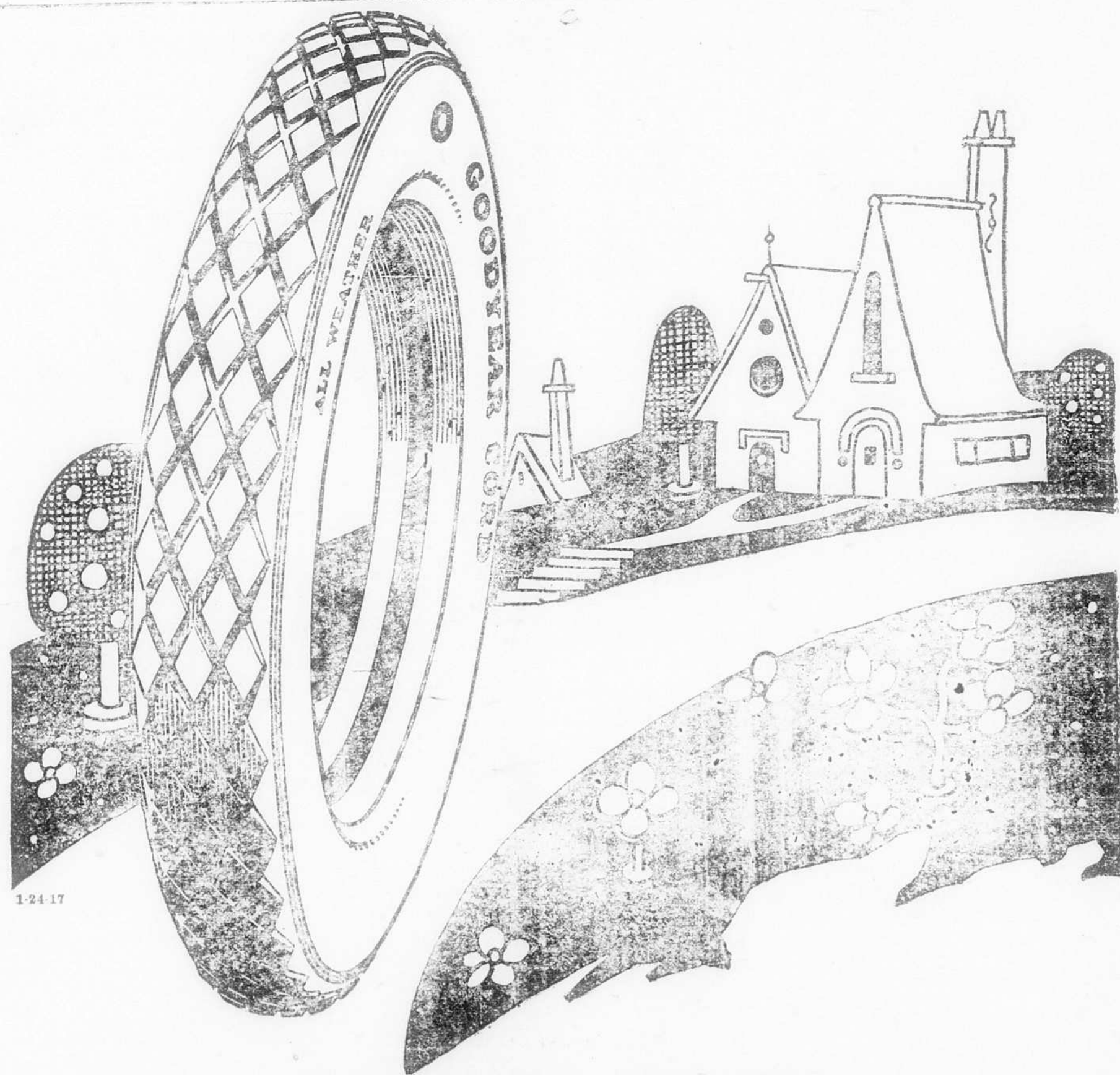




1-24-17

Equip your Car With Safety

Take the time to examine the Goodyear All-Weather Tread; it tells its own story. The extraordinarily dense and tough material of which it is made, assures extremely long wear. Its deep channelled symmetrical pattern, the wedge like, keen-edged blocks that form its design, attest its matchless gripping-power. And the reinforcement at the base of its blocks explains its quiet and vibrationless running. Even more eloquent of the slipless, skidless service of the All-Weather Tread is the impress it leaves on roadway or street. There, clean-cut and unmistakable, it stamps the record of its reliable and dependable travel. There, ridged and notched in the earth, is seen how this great tread clutches and clings, digging through for solid footing and security. How it grips fast for traction under the drive of the engine, and hangs on for safety under the pressure of the brake. You ought to have the new Goodyear Cord Tyre with the All-Weather Tread; it costs less in the end.

Goodyear Means Good Wear

GOODYEAR

CORD TYRES

Robt. L. Merwin & Co., Inc.