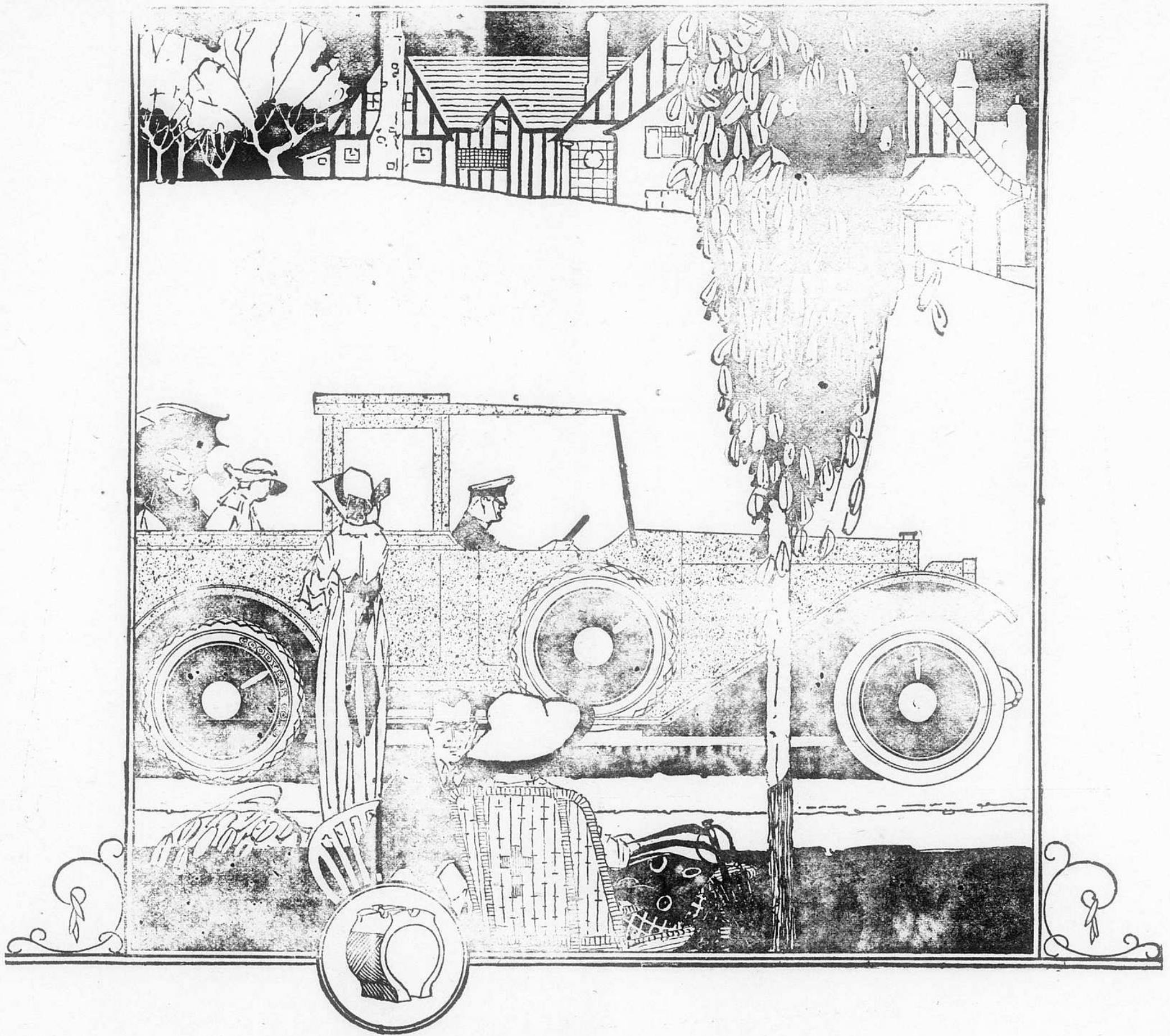




## Built To Keep Faith

The preference shown by the people everywhere for Goodyear Cord Tyres is of a peculiarly steadfast character. It has nothing in common with that sudden and spectacular popularity which flourishes one season and is gone the next. Rather it has been a slow, firm, constant up-building of favor—growing deeper and wider as the years went by.

The foundation of this preference is the capacity of Goodyear Cord Tyres to deliver a kind and extent of performance without rival in the world.

If you would be sure of economical equipment on your car—make certain you get Goodyear Cord Tyres.

**Robt. L. Merwin Co.**