

St. Croix Avis.

76TH YEAR.

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MORE THAN A WORD

There is an observable tendency on the part of the public everywhere to accept the word "cord" as an index of type quality. The fact is, the word "cord" is simply a descriptive term indicating a certain method of construction. It is in no sense a guarantee of the quality of a tyre. Indeed there is perhaps a wide variation in the quality of different kinds of cord tyres. To be sure of getting the full development of the cord principle of construction in the cord tyre you buy, look carefully for the name Goodyear on that tyre—there is no safer assurance of quality. Look moreover for the signature of the All-Weather Tread on the streets and highways, the daily record of the preference for Goodyear Tyres.

ROBT. L. MERWIN & CO.