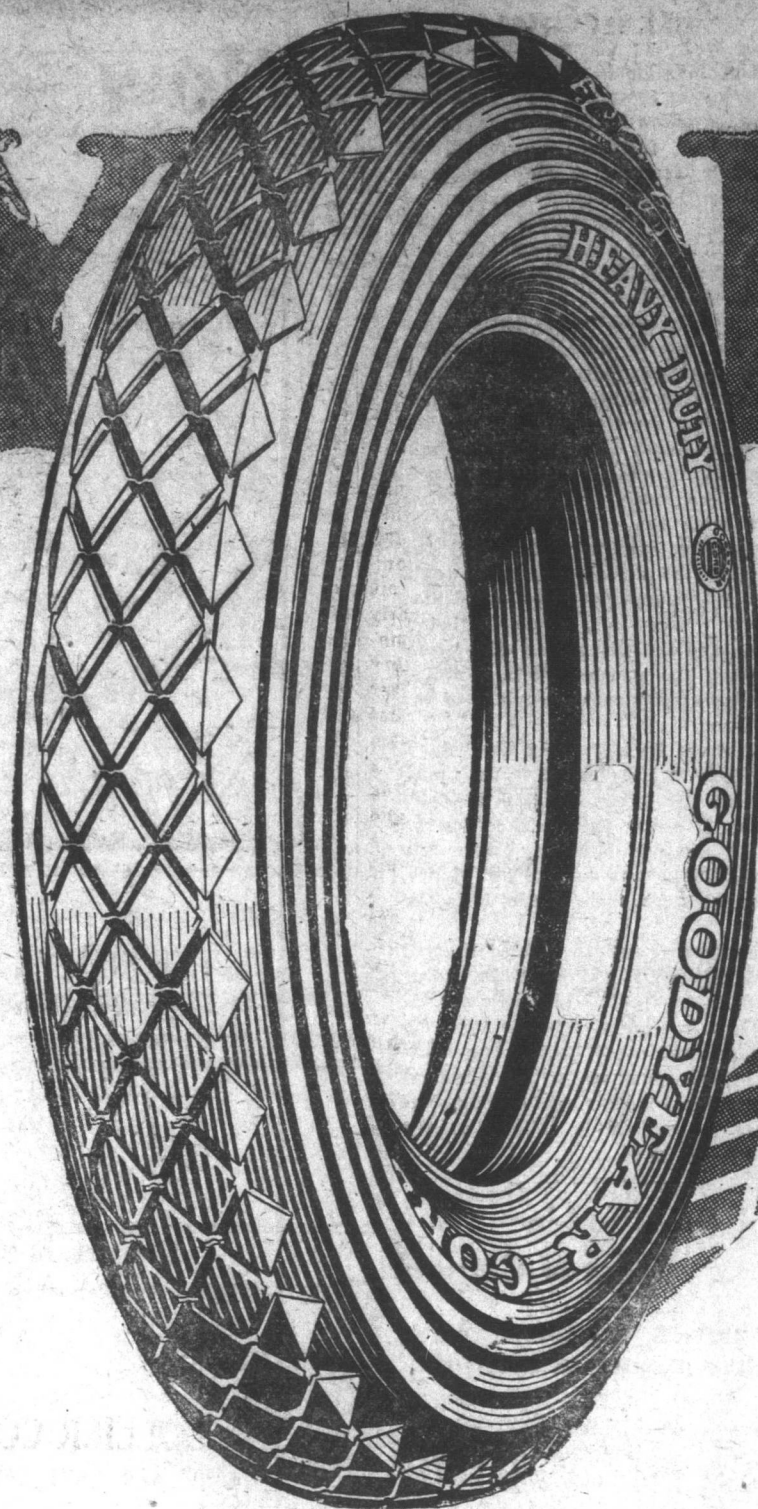


HEAVY DUTY



Goodyear HEAVY DUTY Cord Tires are available from Goodyear Dealers in the following sizes:

30 x 3½ (C1.)	34 x 4½ (S.S.)
32 x 4 (S.S.)	30 x 5 "
33 x 4 "	33 x 5 "
32 x 4½ "	34 x 5 "
	35 x 5 (S.S.)

For those who desire balloon tires Goodyear makes a complete line, including the HEAVY DUTY type in certain sizes.

More people ride on Goodyear Tires than on any other kind.

---that's the whole story, Folks!

It describes exactly the usage for which the new Goodyear HEAVY DUTY Cord Tire, for passenger cars, buses and trucks, is designed

HOW ABOUT YOU--do you drive a sizeable car, and as if you really enjoyed it?

Is any part of your travelling off the asphalt and concrete, where the going is sometimes heavy and rough?

Would you like to have tire equipment under you that you can safely forget about, no matter how punishing the route?

Then you're one of the throttle-conscious fellows who should be riding the new Goodyear HEAVY DUTY Cord Tire.

It's no ordinary tire--being perhaps needlessly good for ordinary service.

Through and through, in carcass, sidewall and tread, it's built for day-in-and-

day-out, take-it-as-it-comes, heavy-duty usage.

Its tough sinewy body is made of SUPERTWIST, the celebrated new

And when it comes to truck tires--



Goodyear leadership is not limited to passenger car tires only; it includes truck tires as well.

For every hauling condition, for every requirement of service, road and load, there is a right Goodyear Truck Tire--in each case designed and built to be the best truck tire for the job.

Your Goodyear Truck Tire Dealer will advise you what type is the right equipment for you: whether the All-Weather Tread Heavy Duty Cushion, for heavy trucking; the All-Weather Tread Pneumatic Cushion, for lighter work; or the heavy Duty Pneumatic Truck Tire, for all service where pneumatic equipment is practical and desirable.

Goodyear Means Good Wear

Goodyear cord fabric of superior elasticity and endurance.

It's an extra-heavy body, made that way to insure extreme protection against stone bruise, carcass breaking and the shocks of rough roads.

The tread on this new HEAVY DUTY Goodyear is a thick, deep-cut, full All-Weather, combining maximum traction with long slow wear.

Even the sturdy sidewalls are additionally reinforced against rut-wear by stout concentric rubber ribs.

Yes, it's a HEAVY DUTY tire throughout--costing a little more, naturally.

But if you drive a big or heavy car, or follow a hard route, it's the cheapest tire to buy in the end.

To repeat, how about you--can you use this extra spunk and stamina?

If you can, this new HEAVY DUTY Goodyear is the greatest tire buy you ever made.

GOODYEAR

FRED V. CHESMAN, Distributor for Newfoundland