

Save 10%

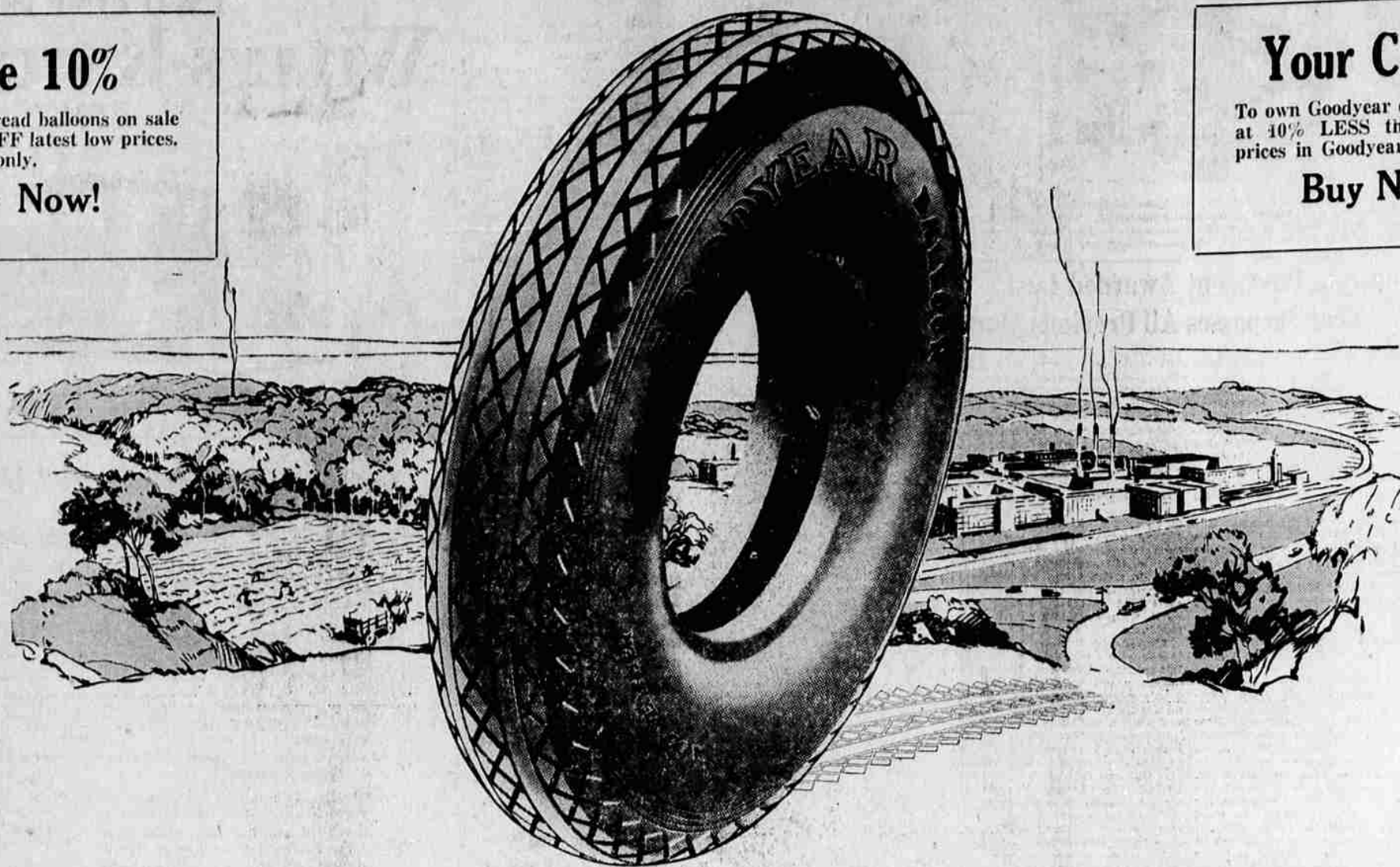
All old type tread balloons on sale now at 10% OFF latest low prices. Balloon tires only.

Buy Now!

Your Chance

To own Goodyear quality balloons at 10% LESS than the lowest prices in Goodyear history.

Buy Now!



Outstandingly the greatest tire Goodyear ever made

Coming from a company the size and character of Goodyear, the statement which heads this advertisement is doubly significant.

It is issued only after testing its complete truth and weighing its full meaning in terms of the highest public interest.

This is the greatest tire Goodyear has ever made!

By the resources and skill devoted to its manufacture, by the experience, research and authority represented in its advanced design, we believe we may properly say also it is the greatest tire the world has so far seen.

This is the new Goodyear balloon tire with the new-type All-Weather Tread!

The first big advantage of this great tire is traction. Safe, surefooted, skidless, the sharp-edged diamond-shaped blocks in the tread's center seize, grip and hang-on.

The second big advantage is long slow even tread wear, as opposed to the "cupping" and "pot holes" until now characteristic of wear in balloons.

The third big advantage is freedom from structural failure and similar troubles, such as casing rupture and shoulder breaks.

These major benefits proceed from the new-type semi-flat tread with its heavily ribbed All-Weather pattern, and from the amazingly durable and elastic SUPERTWIST cords of which the casing is made.

Not only is the tread on this new tire the survivor from eighty separate and individual designs tested under harshest service, but the tire as a whole is heir to all the lessons learned in operating the Goodyear tire-testing fleet last year a total of 5,400,000 fire-miles.

In every particular, therefore, this new-type All-Weather Tread Goodyear is the true exemplar of the most progressive tire company in the world:

—the company which has never been halted in its onward sweep to leadership and which in recent years has steadily increased its pace

—which has made and placed into service nearly 100,000,000 tires, millions more than any other maker

—which alone uses nearly one-seventh of all the crude rubber produced annually on the earth, almost 50% more than any other manufacturer

—which every year for the last ten years has made and sold more tires than any other company in the world

—which since the post-war deflation period has stepped up the productivity of its man-power something more than 100%

—which focuses on development, chemical research and service work the largest engineering body of its kind

—which operates its own cotton plantation, textile mills, rubber plantation, coal mines, factories and branches, to the end of delivering the tire-user the greatest possible value for his dollar.

These facts and others like them explain why it is supremely meaningful to say the new All-Weather Tread Goodyear Balloon is the greatest tire Goodyear has ever made.

It is outstandingly the newest, tested reason why more people ride on Goodyear Tires than on any other kind!

W. H. Bohnenkamp Co.

"30 Years of Superior Service"