

**ONE TIRE
OR A SET**
Just as you like

"PAY AS YOU RIDE"

**use your
CREDIT**
no RED tape

GOODYEAR

The World's Greatest Tires

NOW OFFERED ON EASY TIME PAYMENTS!

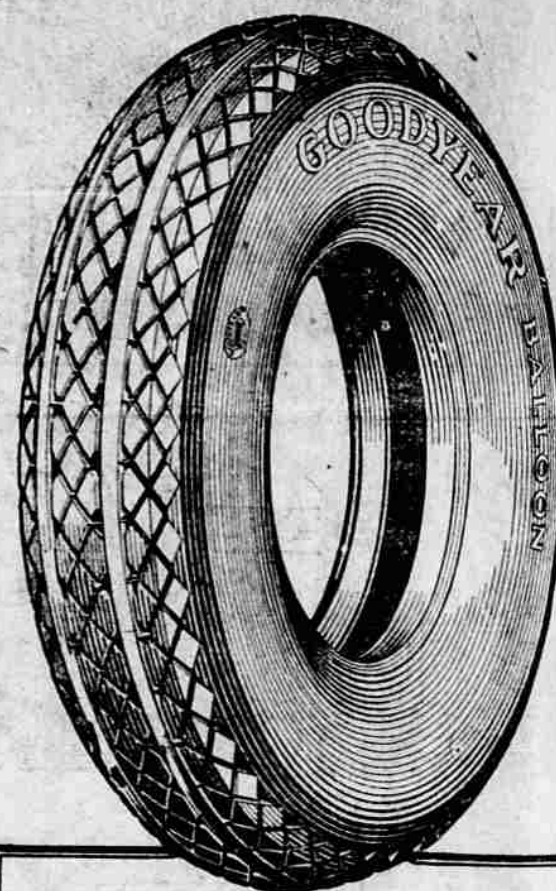


For the man who wants the best tire a small amount of money can buy, Goodyear makes this good Pathfinder Tire. It is a genuine Goodyear Tire—carefully and honestly made to give you your full value in miles per dollar. The cost of a full set is surprisingly low, and our convenient terms apply to the Pathfinder Tires as well as Goodyears.

Now you can enjoy the safety, and comfort, and economy of genuine Goodyear Tires, paying as you ride on convenient, easy terms. We have arranged to sell Goodyears, and Goodyear Pathfinders, to meet the needs of car owners who want extended-payment privileges and full value for every cent.

Goodyear Tires sold "on-time" are exactly the same in every respect as Goodyear Tires sold for cash. They are brand-new, fresh tires, bearing current serial numbers. You get the same long, slow wear; the same full cushioning and comfort; the same safety and peace-of-mind. No longer is it necessary for the man who wants to buy his tires on credit to be satisfied with less than the best.

Drive over—learn how easily you can afford to have your car equipped with the new tires and tubes you need—one, two or a complete set. We offer you prompt, courteous service; no delays. We apply your tires free of charge. We want your patronage, and offer you the Goodyear Service *after the sale* that insures you all the many trouble-free miles Goodyear builds into tires.



This is the famous new-type Goodyear All-Weather Tread Balloon—the world's greatest tire! Our easy terms make it possible for every car owner to enjoy these SIX points of superiority: (1) a trouble-proof carcass made of SUPERTWIST; (2) greater traction, better braking; (3) increased safety in all weather, on all kinds of roads; (4) slower, longer tread wear; (5) smooth, quiet running; (6) handsome appearance.

W. H. Bohnenkamp Co.