



See My

## SURE-GRIP TIRES will make the difference

Will your car's rear wheels spin helplessly in snow and slush this winter? Not if you put a pair of Goodyear Sure-Grip Tires on them now!

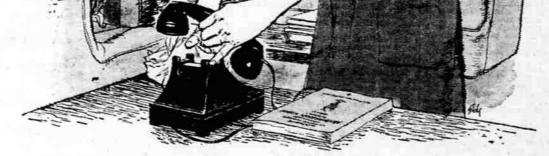
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With Sure-Grips pulling for you, you'll drive right through unplowed streets and driveways-and you won't bog down in slippery, slush-filled gutters. Their big studs dig down deep for super-tractiongive you safer and surer footing against skids on slippery winter roads.

You only need two Sure-Grips-and while on your car they save your regular tires from the extra wear and tear of winter driving. Get 'em today before the going gets any tougher!



PLAY SAFE-SEE YOUR GOODYEAR DEALER NOW



## How to treat your telephone

The best way to spruce up your telephone is to polish it with a soft, dry cloth ... never with water or any other liquid. You'll find that it'll always be ready to serve you better, too, if you keep these simple pointers in mind: Avoid "gadget" attachments ... keep cords free of doorways and other places where they may be pinched ... and always keep water away from wires and fittings.



... hold down the plunger, and let the receiver dangle and unwind itself. And then keep kinks out by remembering not to put turns in the cord as you handle the receiver during calls.

## its precision-built

... and it can develop ailments if it's dropped. So make sure it's in a place where the instrument won't be accidentally knocked off onto the floor



