

# Put it on the tough jobs—

THE HARD ROCK LUG CAN TAKE IT!

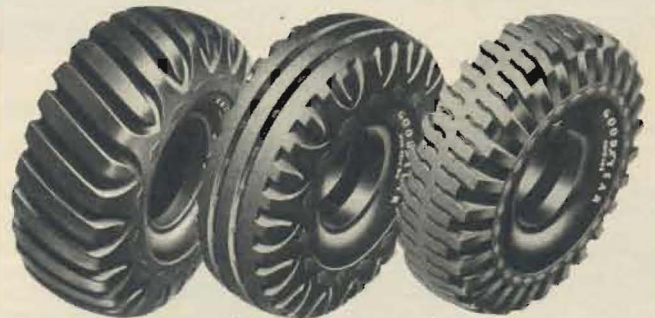


FOR rough, tough, off-the-road hauls, you want tires that will keep your trucks moving on schedule with full pay loads—safely, surely, month after month. For such service the Goodyear Hard Rock Lug has no equal.

That's because the Hard Rock Lug is a product of Goodyear's unrivaled experience in building 575 million tires—far more tires for more different specialized uses than any other manufacturer. Look at its features and you'll see why it's the favorite of cost-wise operators. Goodyear, Truck Tire Department, Akron 16, Ohio.

**"America Needs Better, Safer Roads—  
Let's Bring Them Up To PAR."**

**FOR EACH JOB, THERE'S A  
COST-CUTTING GOODYEAR TIRE!**



#### **HARD ROCK LUG**

Super-tough champ in all types of tire-killing work. Sidewalls armored by massive lug bars, extra-thick undertread protects extra-thick body. Self-cleaning tread delivers top traction, forward or reverse.

#### **HARD ROCK RIB**

Companion tire for front wheels on all tire-killing service. Easier steering, smoother rolling. Same cord body, same shoulder and sidewall as HARD ROCK LUG.

#### **ROAD LUG**

High-stamina, dual-purpose tire, best for trucks that operate both ON and OFF the road. Tough construction and special tread design provide super traction off the road—long, smooth mileage on the road.

Road Lug—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

# GOODYEAR

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