

What kind of tires can your jobs afford ?



THE kind that only great resources and great practical experience can build. The kind that are specifically designed for your types of jobs and equipment. The kind that are built *sparing nothing* to bring you the greatest traction or flotation, the greatest durability, the longest wear.

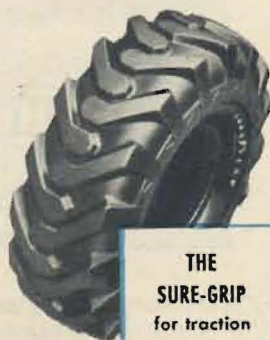
In short, the kind of tires that will keep your jobs rolling—save you time and money in every way!

No truly cost-wise operator can afford a lesser tire—and that's why more tons, the world over, are hauled on Goodyears than on any other make!

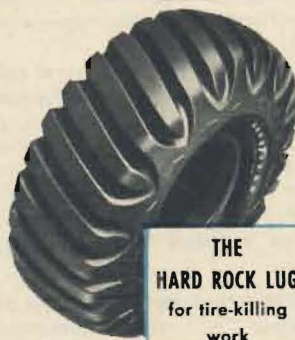
It stands to reason that Goodyear, who has built more tires for more purposes than anyone else on earth, can help cut *your* operating costs, too!

Goodyear, Truck Tire Department,
Akron 16, Ohio.

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



**THE
SURE-GRIP**
for traction



**THE
HARD ROCK LUG**
for tire-killing
work



**THE
ALL-WEATHER**
for flotation

Sure-Grip, All-Weather—T.M.'s The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR

We think you'll like "THE GREATEST STORY EVER TOLD"—every Sunday—ABC Radio Network—THE GOODYEAR TELEVISION PLAYHOUSE—every other Sunday—NBC TV Network

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