## "What's this gadget?"

-and we sold him 4



The "gadget" is a little machine that shows the diffe ence between ordinary cord, used in other tires, an Supertwist cord, used in Goodyears . . . That difference is in the stretch and comeback-you can see how Supertwist cord stretches and comes back, how the cord in other tires loses its life and elasticity . . . It takes about 3 minutes to tell the story-but as this customer said—"If every car owner could see that demonstration, there wouldn't be anything used but Goodvear Tires.'

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Goodyear			
unnavear	AII-	wear	iners
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uuyeai	WIII- M	cathe
4.40-21	\$	5.85
4.50-21		6.50
4.75-19		7.00
5.00-19		7.60
5.25-18		8.50
5.50-19		9.70
6.00-20	1	1.40
6.50-19	1	3.60

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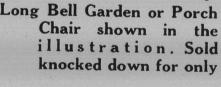
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