



What Is Real Tire Value?

A Goodyear All-Weather Tread 34 x 4 Tire costs \$41.75.

It may be that you can buy a pretty good 34 x 4 tire for \$40.00—by haggling for a discount.

The tire merchant who gives you a discount makes a sale of tires like a sale of sugar. He hands the package over the counter, rings up the money—and that closes the transaction.

With us a tire is not completely sold until it has delivered its full quota of mileage to our customer.

A tire at \$40.00 that renders 4000 miles of service is not as good value as a tire at \$41.75 that renders 4500 miles.

That is why we sell Goodyear Tires at list prices *and give service with them.*

That is why we offer a bonus in mileage instead of a discount in price.

We aim to increase the mileage delivered by Goodyear Tires by helping to prevent those abuses which shorten tire life and elevate tire costs.

We will advise you of the right size tires for your car—of the proper inflation for the load you carry—test your tires and supply free air.

When you buy a tire from us we put it on and inflate it. Any time you drive in we examine your tires for dangerous tread cuts—your wheels for alignment.

We believe that the extra mileage built into Goodyear Tires and the extra mileage gotten out by such service far more than offsets any discount you may receive on other brands.

ANGROVE BROS
 GOODYEAR SERVICE STATION
 BAGOT STREET KINGSTON