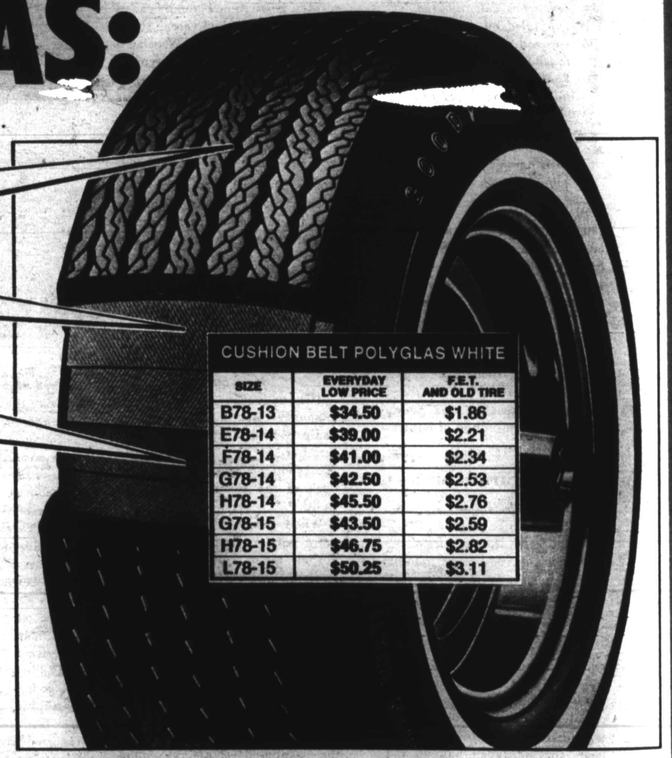
WHY TIGHTFISTED BUYERS GO FOR DOUBLE-BELTED POLYGLAS:

Because fiberglass belts run smooth, and add muscle to the tread.

Because polyester cord body plies add the resilience needed for big-car riding comfort.

Because the multi-rib tread puts hundreds of biting edges against the pavement, wet or dry, with every turn of the wheel.

Because of the Goodyear signature on the sidewall . . . and the heritage of quality it represents.



CUSHION BELT POLYGLAS WHITE

SIZE	EVERYDAY LOW PRICE	F.E.T. AND OLD TIRE
B78-13	$34.50	$1.86
E78-14	$39.00	$2.21
F78-14	$41.00	$2.34
G78-14	$42.50	$2.53
H78-14	$45.50	$2.76
G78-15	$43.50	$2.59
H78-15	$46.75	$2.82
L78-15	$50.25	$3.11

If you're tired of paying too much money for too little tire, better shop Goodyear. This Cushion Belt Polyglas tire is one performer that pulls no punches when it comes to value.

See The Yellow Pages For The Goodyear Retailer Nearest You!

Just Say 'Charge It'

Use any of these 7 other ways to buy: Our Own Customer Credit Plan • Master Charge • BankAmericard • American Express Card • Carte Blanche • Diners Club • Cash

Goodyear Revolving Charge Account

GOODYEAR

See Your Independent Dealer For His Price and Credit Terms. Prices As Shown At Goodyear Service Stores In All Communities Served By This Newspaper.

Think of yourself apart from the everyday. In a car with a classically defined fender line, designed for a fluid look of motion.

A car engineered for space, comfort, quietness and intimate luxury. Seats are full and wide, richly upholstered. A padded acoustical ceiling arches overhead.

Underneath you, a road-tuned suspension soaks up bumps and jolts. Stabilizer bars and individually selected coil springs hold you comfortably firm and flat through curves.

You sense the solid quality of Body by Fisher, with double-panel doors, hood and deck-lid construction.

This is Monte Carlo, by Chevrolet. For all its popularity, a car of elegant individuality.

Test drive a Monte Carlo. Experience its comfort, its quietness, its feel of confidence behind the wheel.

Look into its value and personal pleasures.

Look into yourself.

And put a little distance between yourself and the crowd.

Chevrolet

REWARD YOURSELF. IN A NEW MONTE CARLO.

MONTE CARLO