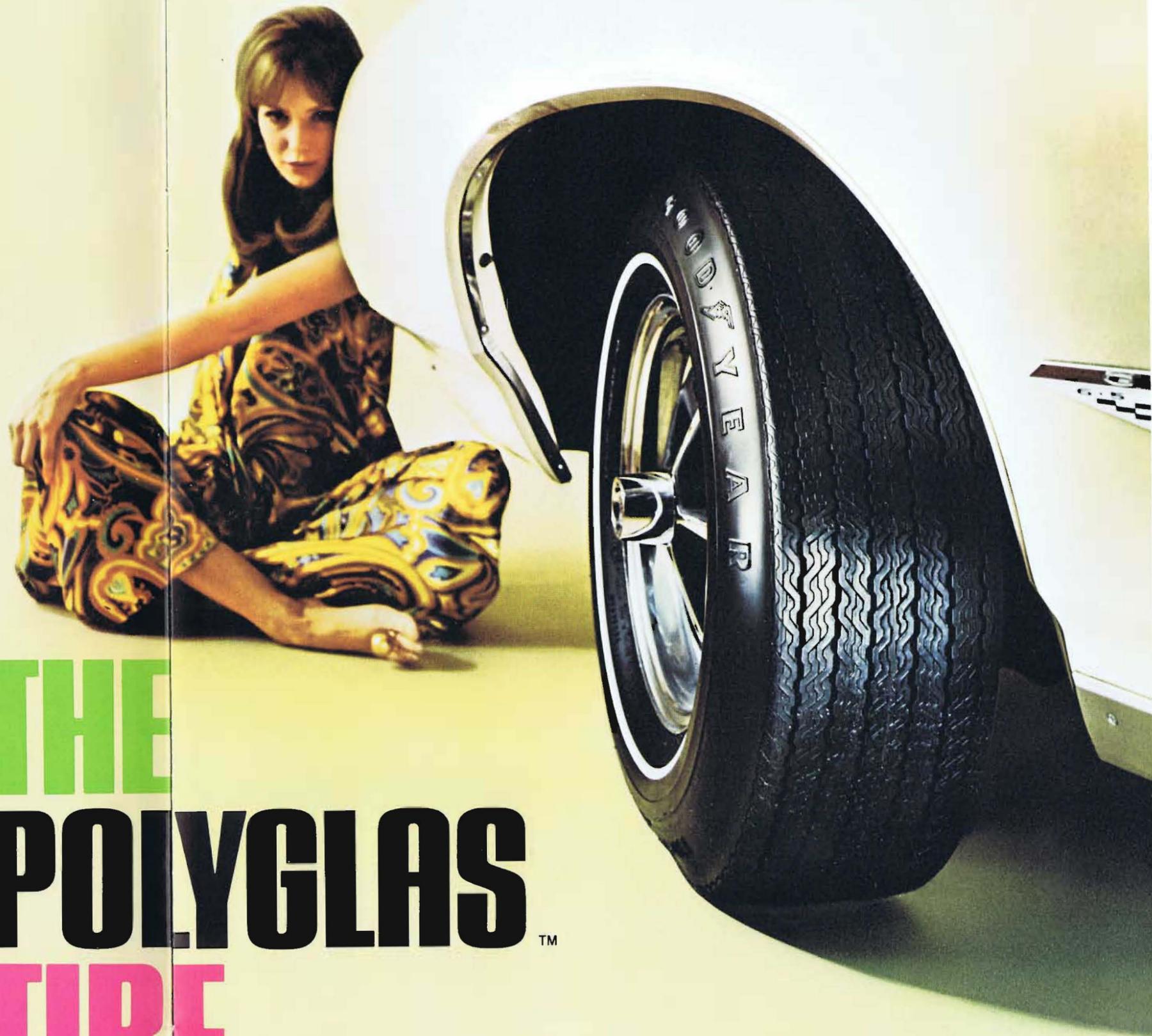




POLYGLAS

The Polyglas tire—the new Custom Wide Tread—stands alone. Out front. Ahead of the pack. It's a tire that's literally ahead of its time. By a year. Maybe two. Possibly more. It's a rare new breed of tire. One that deserves, in the fullest sense, the word "new." The basic concept is new. The design is new. The construction is new. So is the combination of materials. So is the look. It's a high performance tire, built for high performance cars. In every detail it reflects quality. The kind of quality that tempts us to use superlatives. But we won't, because you might not believe them. Until you've tried a set of Polyglas tires yourself. Until you've "discovered" the meaning of traction and skid control. Until you've driven far enough, and long enough, to wear them out. And that's not easy to do. For the Polyglas tire, the new Custom Wide Tread, can give you so much more mileage. Up to double the mileage of our best-selling tires.



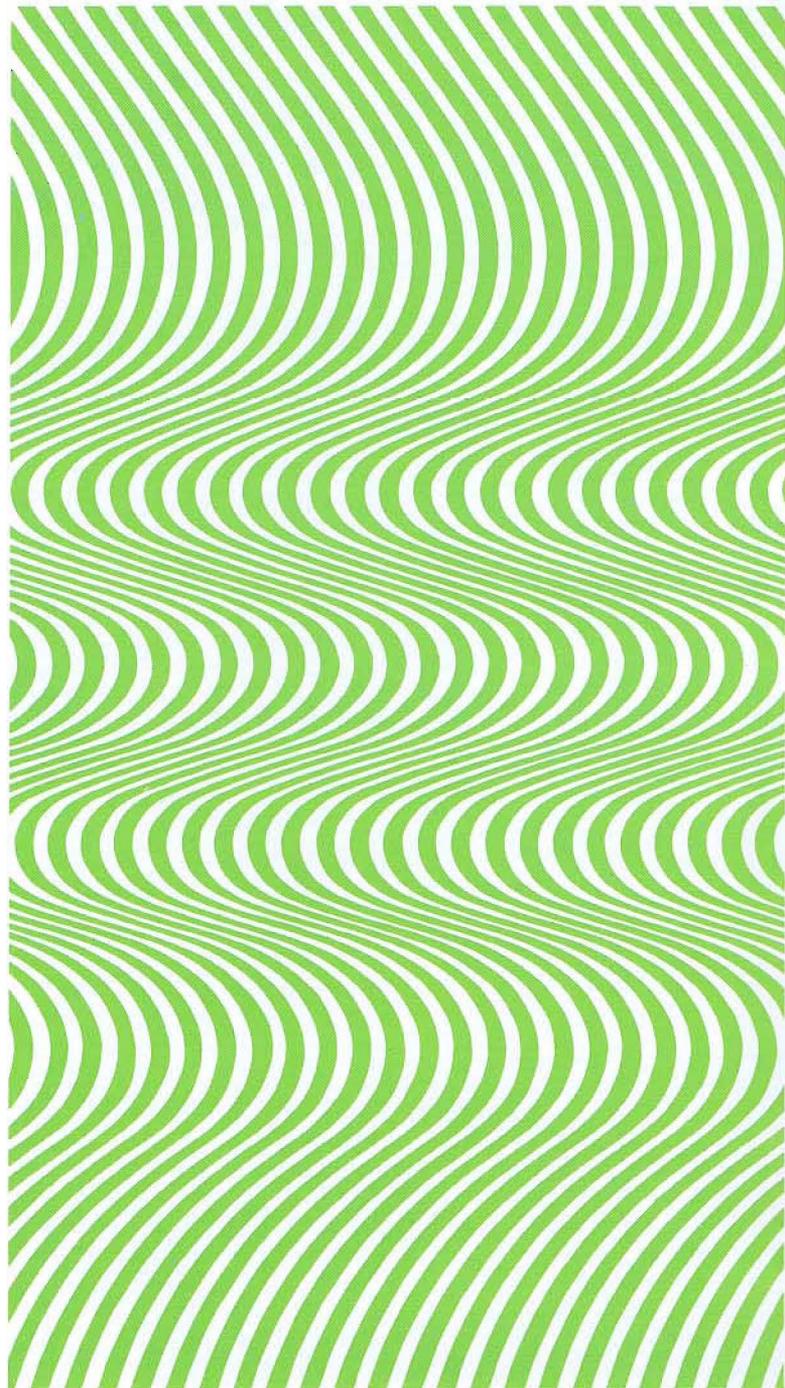
THE POLYGLAS™ TIRE

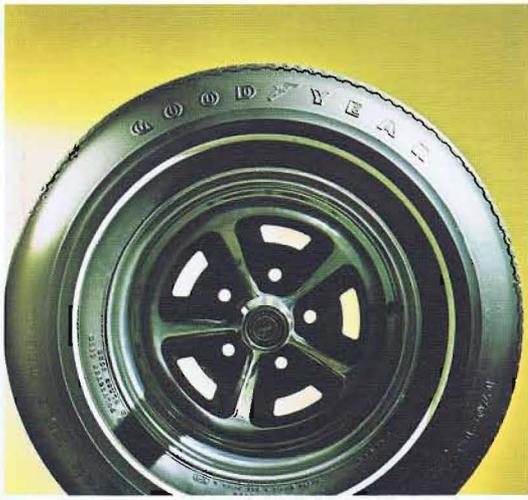
THE POLYGLAS TIRE FIGHTS SQUIRM

All conventional tire treads squirm. As the weight of the car squeezes a tire against the road, the tread grooves are alternately pinched together and then released, causing the tread to wear away as it rubs across the pavement. Even though you can't see this happen, you are certainly familiar with the result. This squirming, scrubbing action wipes away tire mileage very much the way an eraser wears itself out against a piece of paper.

The Polyglas tire fights squirm. Its unique bias/belted construction includes two plies of giant-sized polyester cord, plus two more plies of fiberglass cord in belts that encircle the tire right under the tread. The polyester cord body plies provide durable, flexible sidewalls and a smooth, no-thump ride. The fiberglass belts, two of them, hold the tread firm and keep tread grooves open for good traction and far longer wear.

This new bias-belted construction of the Polyglas tire fights squirm effectively. It's a tire that's ahead of the pack because it's ahead of its time. In fact, this new Custom Wide Tread tire can give you up to double the mileage of Goodyear's best-selling tires.





THE POLYGLAS TIRE IS QUALITY

FIGHTS SQUIRM—new construction keeps tread grooves open for good traction, longer tread life

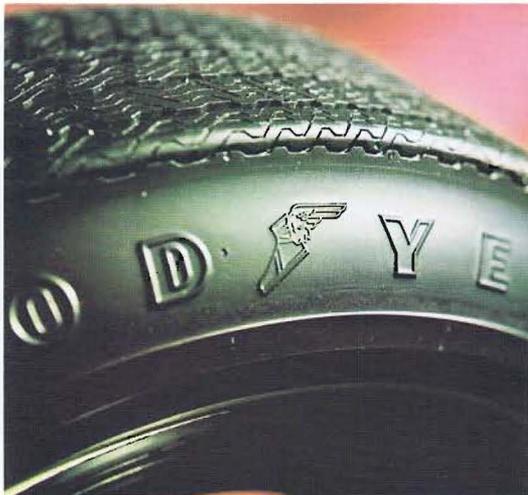
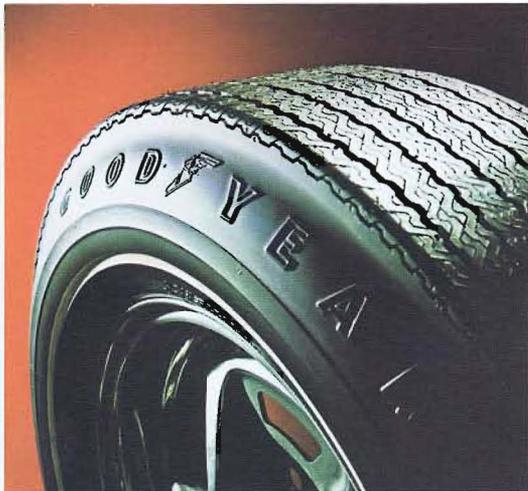
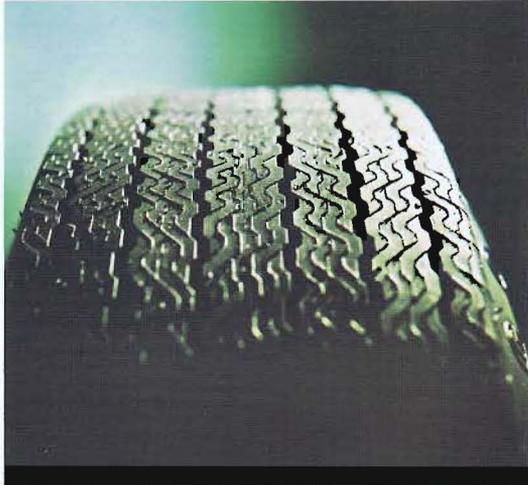
POLYESTER CORD BODY—two plies of giant-size cords for a smooth, thump-free ride

FIBERGLASS BELTS—two more belt plies under the tread hold tread firm to minimize squirm

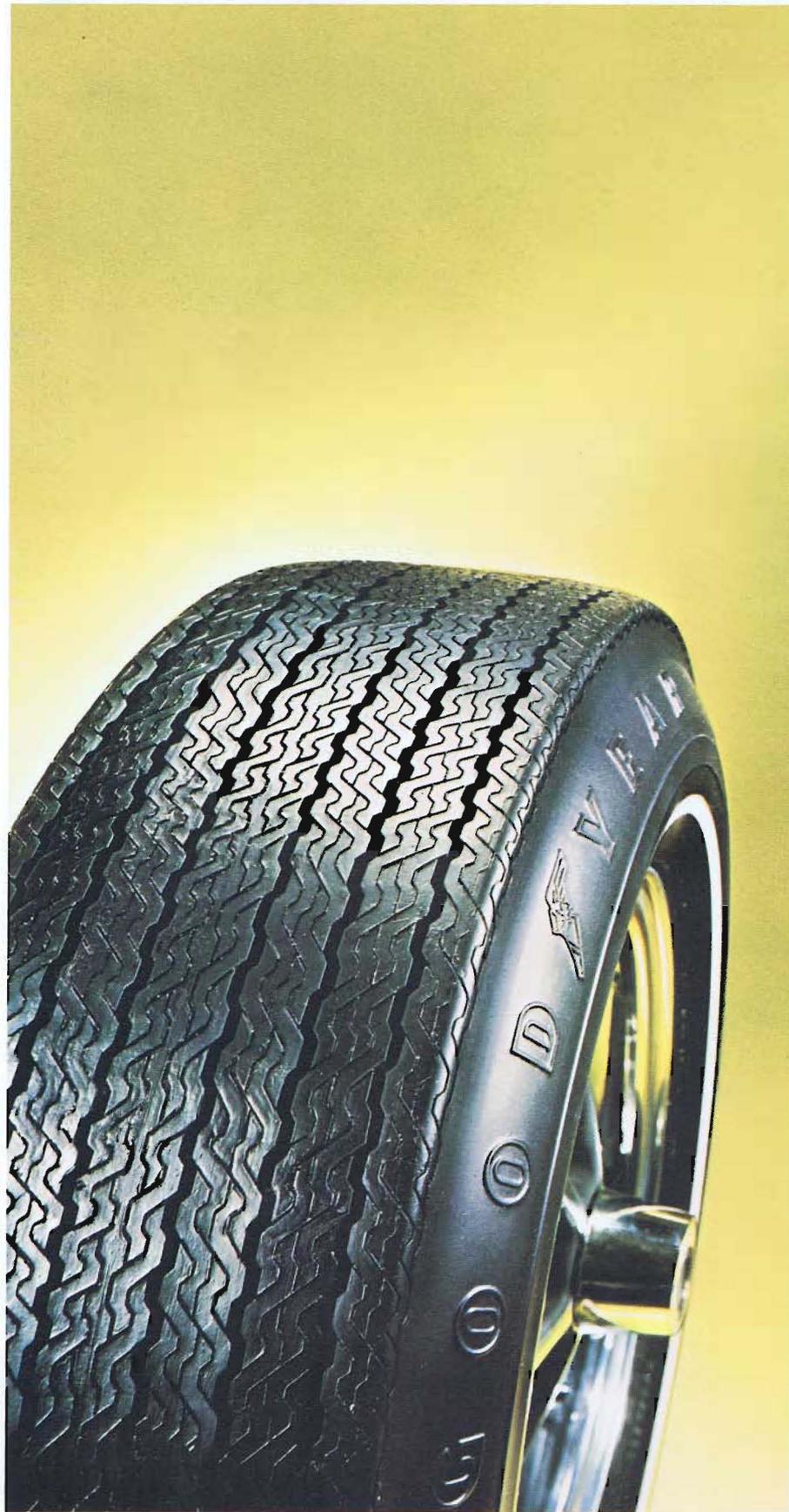
WIDER TREAD—1 to 2 inches wider than conventional tires for a lower, broader, racier look

TRACK-TESTED—at speeds up to 130 mph at Goodyear's own test track in San Angelo, Texas

REVERSE MOLDED—a race tire building technique used to provide a flatter tread when inflated



GOODYEAR TIRE DEPT.
BILL MCKAY CHEVROLET CO.
1201 W. 7TH ST. - ED 5-4611
FT. WORTH, TEX. 76102



A SPECIAL NOTE ABOUT THE POLYGLAS TIRE – The Polyglas Tire – the new Custom Wide Tread – is available on many of today's high performance cars as standard or optional equipment. It can also be used on any recent model car designed to accommodate wide tread, low profile tires.

The performance and handling characteristics of Custom Wide Tread tires are so unique that it is recommended that they be installed only as a complete set – on all four wheels plus the spare.