



Methods Serve Results at Goodyear

Goodyear is not limited to any one method of building tires, on account of small production or cheap trade.

That Goodyear has developed the most important improvements in tires and tire-building is evidence of our desire to progress---to build bigger business by better quality.

In the Goodyear factories methods must serve results. The only standard is Tire Quality.

If human skill can perform an operation best, the most highly trained specialists are secured for that work.

Where precision and uniformity above the ability of human performance, are

essential, unerring machines are used—especially invented for the purpose.

Goodyear does not adhere to the "old" if the "new" is better for quality. Our progress in the science of manufacture is too rapid. Our intensive study of Tire problems demands constant refinements.

But in Goodyear Sales you will find the evidence of Goodyear results. Lower tire-cost-per-mile alone could build the largest sale of any tire in the world.

The Goodyear Tire and Rubber Co. of Canada, Limited



Goodyear Tires, Tubes and Tire-Saver Accessories can be obtained from Goodyear Service Stations everywhere. Watch for this emblem and enjoy the benefits of Goodyear Service wherever it is displayed.

GOODYEAR
MADE IN CANADA