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Epitomizing a Business

It was logical that Goodyear should produce the Cord Tire that bears our name.

It is a better tire.

It is a tire that costs more to buy—less to use.

And the Goodyear Cord Tire has proved this—over and over again—in actual use on passenger cars, racing cars, trucks. Proved it so fully that it has become the dominant factor in the Cord Tire field.

We said it was logical that Goodyear should develop such a tire—because the Goodyear Cord Tire is an epitome of our business history.

Every Goodyear Tire development—and there have been many—has aimed at reducing motoring cost.

Motoring cost—NOT tire prices.

There is a difference.

Already the majority of the world's motorists realize this difference. They are buying tires for the service that is in them, not for the price down to which they are kept.

And as a result Goodyear Tires are the largest selling tires in the world.

An important link in the world-wide Goodyear organization is the Goodyear Service Station Dealer near you. Ask him about Goodyear Tires. Ask him, too, about Goodyear Heavy Tourist Tubes. You'll find them better tubes of longer life—tubes that will give greater service in any tire and are specially suited to the Goodyear Cord Tire.

The Goodyear Tire & Rubber Co. of Canada, Limited

GOODYEAR
MADE IN CANADA