



## Keep an eye on your Tires

***T***O BE careless with Tires today is a costly waste.

It is more than a waste of money, for it uses up materials, rubber and cotton, and wastes factory time—all of which the nation badly needs.

Tires should be made to run every mile the factory puts into them.

To get less is a proof of careless driving or neglect of the tires.

Many car-owners get over 10,000 miles from Goodyear Tires. More get something like 7,000. Too many get only 4,000 miles.

**Yet, all Goodyear Tires are the same. All have the same strength of fabric. All the same tough, hard-wearing tread.**

When a Tire leaves the Goodyear factory it is good for the highest possible mileage.

Then, why the big difference in actual use? Why should not all car owners get 10,000 miles from their Goodyear Tires?

There is only one answer.

Some men watch their tires more closely than others. They care for them. Save them.

Accidents account for some loss, it is true. But even accidents can be guarded against.

It is every man's duty, at this time, to drive sensibly; to keep an eye on his tires; to spend a little time and thought on them; to get the full mileage that is in them.

### How to Save Tires

1. Keep tires properly inflated.
2. Repair little tread cuts promptly.
3. Avoid severe jolts.
4. Avoid sudden stops, quick starts, skidding.
5. Keep front wheels true.
6. Use French talc in the casing—not too much.
7. Keep out of deep ruts.
8. If you must use chains, put them on right.
9. Wipe off oil, grease and acids, using gasoline.
10. Paint rims to avoid rust.
11. Carry a spare tube.
12. Cover your spare tire.
13. See that nothing scrapes the tires.
14. Don't use a substitute for air.

### This Book Is Sent FREE

We have printed a book which tells plainly how to get the most out of Tires. Look for it in the tool kit, when you buy your car. If you don't find it write to us for a free copy. Keep your tires right, from the start.



*More Help for  
the Car Owner*

Tire-dealers who display this emblem will help you care for your tires. Make use of their services to get greater mileage.

THE GOODYEAR TIRE AND RUBBER COMPANY OF CANADA, LIMITED

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MADE IN CANADA