

Whatsoever a man soweth—

WHAT would you think of your hired man if he saved you a chunk of money on putting in your crop?

- Suppose he sowed only half the seed—and saved half.
- Suppose he didn't fertilize the land—and saved that expense.
- Suppose he spent only half the time working the land—a big saving in labor.

You might have a fair looking field, one which cost very little to sow—but you wouldn't expect a crop.

You'd think you had a pretty expensive hired man.

Now, if you drive a car, you are hiring some firm to make tires for you.

What you are looking for is:

- not a tire which *looks* heavy.
- not a tire made to sell at a low figure.
- but one which will give you a bumper crop of mileage.

Do you want your tire-maker to say,

"Here is a tire on which I am saving you price."

—or

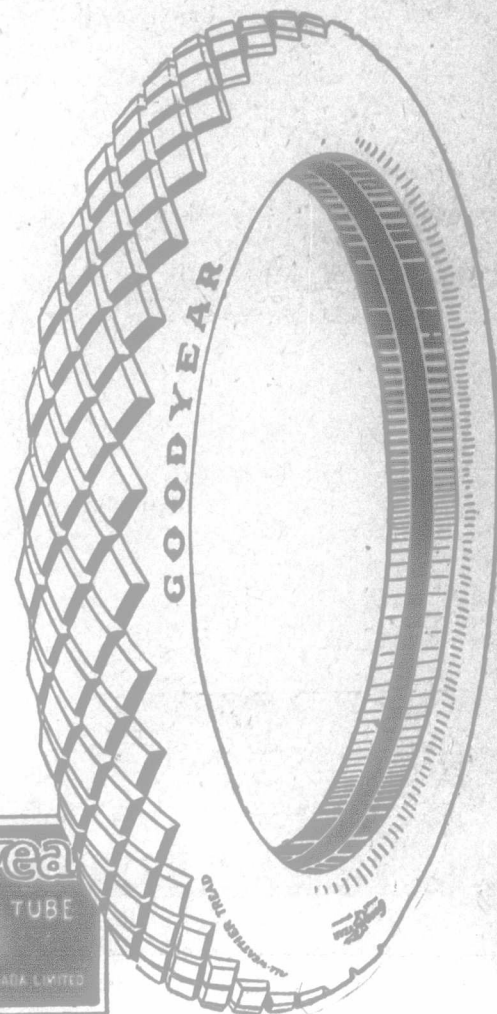
"Here is a tire built for final saving through long mileage."

Every Goodyear Tire is offered you on this basis. Every Goodyear Tire is like a field well-prepared and well-sowed. Into it are put *big* value in materials and workmanship. Out of it you can get *big* value in mileage.

When you are in town, ask the Goodyear Service Station Dealer about this mileage question.

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