



## Save Your Tires

A certain man after talking for an hour to good effect on Food Conservation hurried out of the hall and sprang into his waiting car.

Impatient to get to his next audience five miles away, he threw in the clutch and fairly jumped into full speed. Around the corner on two wheels, bumping sharply over culverts, in and out of ruts, he tore along.

He is an energetic man—and an earnest one.

But, his mind wholly given to the important work of saving food, he, like many others, sometimes forgets that other resources must also be conserved.

And so, he does not learn to save his Tires. He wracks them without knowing it.

When careful tire-users buy one set of Tires, the unthinking man buys two.

One man gets 10,000 miles from his Goodyear Tire. The other gets only 4,000. Yet all Goodyear Tires are the same. To get less than the highest mileage is proof of abuse (however unwitting) or neglect.

Consider what such tire-treatment means to-day. The absolute loss of valuable rubber, valuable cotton, valuable labor.

It is our business to supply a large share of the Tires used in Canada. It might appear that the careless use of Tires would benefit us. We cannot hold this view. For the greater mileage Goodyear Tires are made to give, the greater our business must grow.

Also we believe the waste of materials and labor in this day to be a national transgression.

Let every man who uses Tires, resolve to drive sensibly, watch his Tires, study the proper care of them, and get every mile of wear the Factory builds into them.

### 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. Mention this paper. 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 & RUBBER CO. OF CANADA, LIMITED

**GOODYEAR**  
MADE IN CANADA

## "Bissell" AND Service

ARE ONE. The Implements bearing the Bissell trade mark stand always for service—one goes with the other—Bissell Disks have time and again made a record for themselves doing double the work against all competitors.

The merit of the Bissell implements is strikingly proven by letters from representative farmers in Canada, United States and New Zealand—one of our many satisfied users writes as follows:

Mervin P. O., Sask., Canada,  
T. E. Bissell Co., Ltd.,  
Elora, Ont.

Dear Sirs:—

Your Disk, which I have used for ten years, has given me excellent satisfaction. I have only put one plate on as regards repairs till now, and I think if new ball boxes are furnished, it will run another ten. It has been over some of the roughest ground in Saskatchewan as our land is mostly scrub and some heavy timber, besides a few stones, and it is a wonder it is not all to pieces by now, so that on the whole it cannot be beat for durability and light draft. I remain, Yours truly,

George Spencer.

The particular impressive feature of "Bissell" implements is their durability. Words of Praise encourage us to make "Bissell and Service" greater than ever.

The name Bissell has the confidence of all farmers because of the assurance they have in the service and guarantee that backs up the implement bearing the name. Recognition of this fact is the Foundation Stone of Bissell's Service.

**T. E. BISSELL CO. LTD.**  
ELORA, - ONT.

The SAFEST Matches  
in the World, also the  
CHEAPEST, are

## Eddy's "Silent 500's"

SAFEST because they are impregnated with a chemical solution which renders the stick "dead" immediately the match is extinguished.

CHEAPEST because there are more perfect matches to the sized box than in any other box on the market.

War-time economy and your own good sense will urge the necessity of buying none but EDDY'S MATCHES.

The E. B. EDDY CO., Limited  
HULL, CANADA