



You don't know how much you've paid for a tire till it is worn out.

PERHAPS you gave the tire-merchant \$30 and the tire gave you 3750 miles of service. That tire cost you $\frac{12}{15}$ of a cent a mile.

But if you bought a tire the Goodyear way, you gave the dealer, say, \$40 and you got, well, 6000 miles of service. That tire cost you $\frac{10}{15}$ of a cent a mile.

We say the Goodyear way, because Goodyear Tires have always been

built and sold on a quality rather than a price basis.

Other tires may sell at a lower or a higher price. Goodyear Tires sell at the lowest cost-per-mile. Motorists have proved it because they buy more Goodyear Tires than any other brand in the world.

The Goodyear Service Station Dealer has proved it and will gladly tell you about it any time.

The Goodyear Tire & Rubber Co.,
of Canada, Limited

GOODYEAR

MADE IN CANADA