



Have you ever given real thought to keeping down the cost of running your car?

You have a car—do you know how much it is costing?

Do you know whether any money is being wasted in running it?

You can save money—as thousands of women have done—by watching the mileage of your tires—and by buying only the kind of tire *that gives the most mileage for the money.*

Those who watch mileage most closely have found that the more expensive Goodyear Cord Tire, the best-looking tire, admittedly the ultimate in tires, is really the cheapest—that when you use Goodyear Cords *it costs less to run your car.* (A few days ago the press of Canada carried a list of mileages obtained from Goodyear Cords.)

Isn't it worth while to study this question of mileage, just a little? Your car may be costing more to operate than it should.

If no one else is watching the mileage, it rests with you to insist on the same economy in running your motor car as you maintain in your housekeeping affairs.

As a start toward true motoring economy, have the Goodyear Service Station Dealer replace your tires, as you need them, with Goodyear Cords. And as a further economy, pay slightly more for Goodyear Heavy Tourist Tube. You, with them, have the most economical combination obtainable.

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED

GOOD YEAR CORD TIRES
 MADE IN CANADA