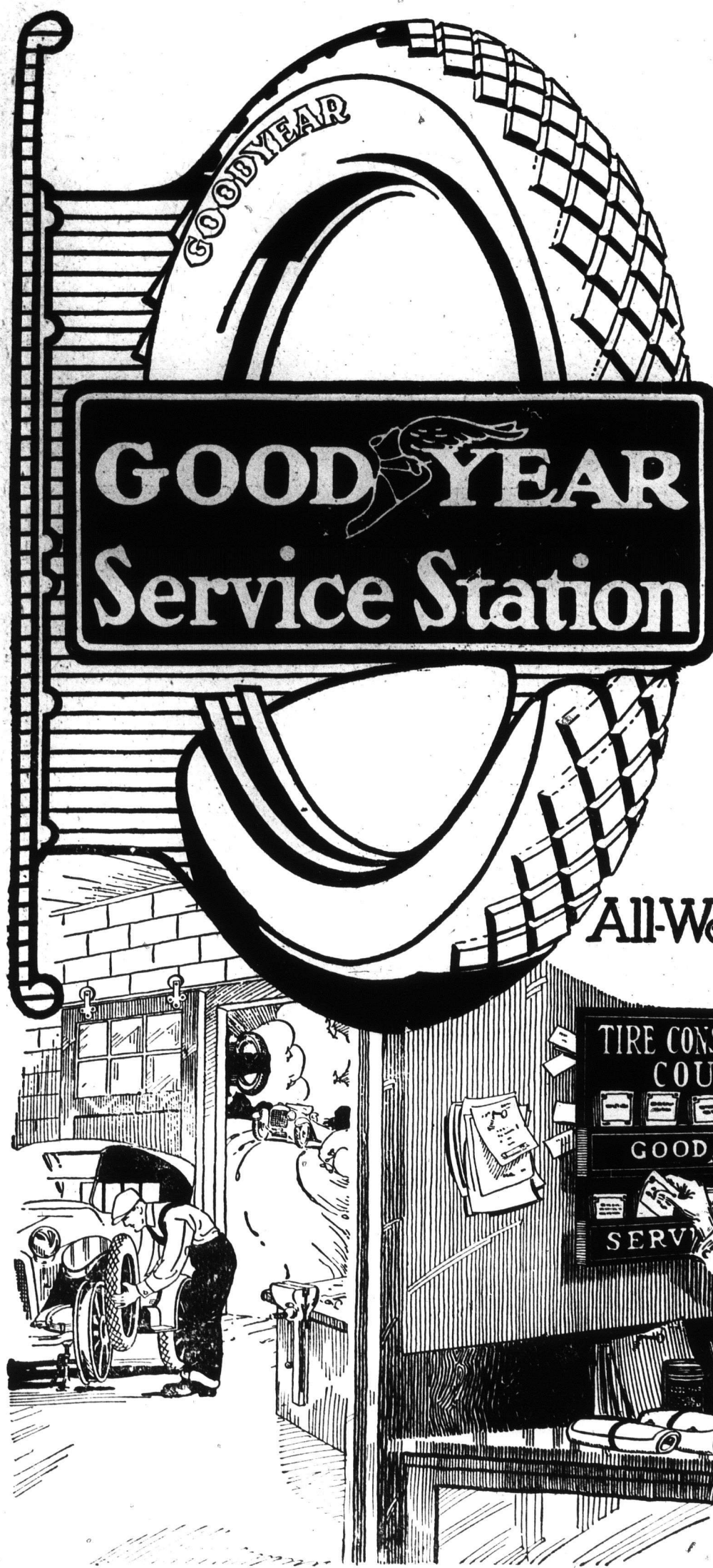


Lessons in Tire-Saving



THE Goodyear Tire Conservation Course, in 6 lessons, is a miniature encyclopedia of tire-saving, outlining for the benefit of the motorist the things *he* should do to prevent tire injuries, and to cure those injuries if they do occur. Its specific purpose is to help squeeze the very last mile out of tires.

The course parallels the service of the Goodyear Service Station Dealer. He, also, will explain to you the prevention of, and the cures for, tread cuts, under-inflation, wheels out of line, sand blisters, fabric breaks; he will supply you with Goodyear Tire Savers which will prolong the life of your tires. He can test your wheels for alignment. He can calculate the proper air pressure for your tires. The motorist who utilizes this service is getting extra mileage—lower cost-per-mile—than the motorist who buys on a price or discount basis.

In the local Goodyear Service Station you will find the Goodyear Tire Conservation Course displayed in the holder shown here. Ask for your set.

The Goodyear Tire & Rubber Co. of Canada, Limited

All-Weather Tires are All-Wheel Tires

