



You Can't Feed Your Stock on Straw

Straw costs a lot less than hay and grain—until you feed it to your stock. Then the cost of straw shoots up—in lost stock and in sickness.

Tires are just about the same. Lots of tires are priced lower than Goodyears. It's pretty hard to resist that low-price bait—until it's time to buy another tire. Then you wonder how you wore out that tire. It didn't *wear out*—it *gave out*. Wear was never put into it.

Few car-owners frown when a Goodyear Tire finishes its service to them. They have learned what we mean by lower tire-cost-per-mile. They lay aside a Goodyear Tire with much the same feeling

with which you turn out to retiring pasture a horse which has served you long and faithfully.

Value delivered. That is the one big reason why you see the diamond-shaped track of the Goodyear All-weather Tread on roads everywhere. Why the motorists of the world buy more Goodyear Tires than any other brand.

Next time you drive into town, stop off at the Goodyear Service Station. Learn there why Goodyear Tires are economical equipment for your car.

The Goodyear Tire & Rubber Company
of Canada, Limited

GOODYEAR
MADE IN CANADA