



## Gauge Tires by Value

The last man on earth to be fooled into buying poor tires should be the farmer.

For nobody has more real knowledge of values.

And there is nothing else to think about in buying a tire.

Just value.

The thing which counts most is—how many miles of wear are there in it?

Remember that and save money.

Figure, also, the protection against skidding and punctures afforded by the tread. Figure the appearance added to your car.

So, it doesn't much matter what you pay for a tire in the first place.

What *does* matter is what you pay per mile of service.

Goodyear Tires were the first to be sold on this basis. We were the first to ask motorists to buy tires on this basis.

It was then the Goodyear business started its tremendous growth. It was by that means that the real quality of Goodyear Tires was proven.

And because car owners have learned to buy tires at so much per *mile* instead of so much per tire, Goodyear has become a gigantic institution—the largest tire builders in the world.

Buy tires as you buy everything else you use—on a quality basis.

Watch your own mileage and check up with your friends. You will come to Goodyear Tires.

And when you do, talk to the Goodyear Service Station Dealer.

The Goodyear Tire & Rubber Co. of Canada, Limited

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