



“Bank Account” Tires

The motor car has become woman's servant. With it she is saving valuable time. She is helping her busy husband and the nation. It adds to the range of her activities and multiplies her usefulness.

Many women speak of Goodyear Tires as their “bank account” tires.

They appreciate so clearly the distinct savings effected by these tires that they regard them as an *investment*.

To-day the buying of tires is a business proposition -- a matter of cold-blooded calculations as to cost, mileage, comfort.

And to-day Goodyear Tires are the largest selling tires in the world.

Women are also attracted by the definite air of smartness given to any car by Goodyear Tires.

But when they purchase these tires, their keen feminine instinct for thrift has *not* gone astray.

This is proved by the continuous use of Goodyear Tires by women who believe whole-heartedly in the present need for national and personal economy.

On this one basis--economy through longer mileage--we ask you to consider Goodyear Tires to-day.

The Goodyear Tire & Rubber Co.
of Canada, Limited



*Women appreciate even more than men the advice and assistance of the Goodyear Service Station Dealer.
Watch for this Emblem.*

GOODYEAR
MADE IN CANADA