

The Aim of Goodyear Endeavor

The ultimate aim of the Goodyear institution is, of course, to build a profitable and large business.

But of importance to every motorist is—not the end, but the method by which we believe it is to be attained.

And that method saves our ideal from the taint of self-seeking.

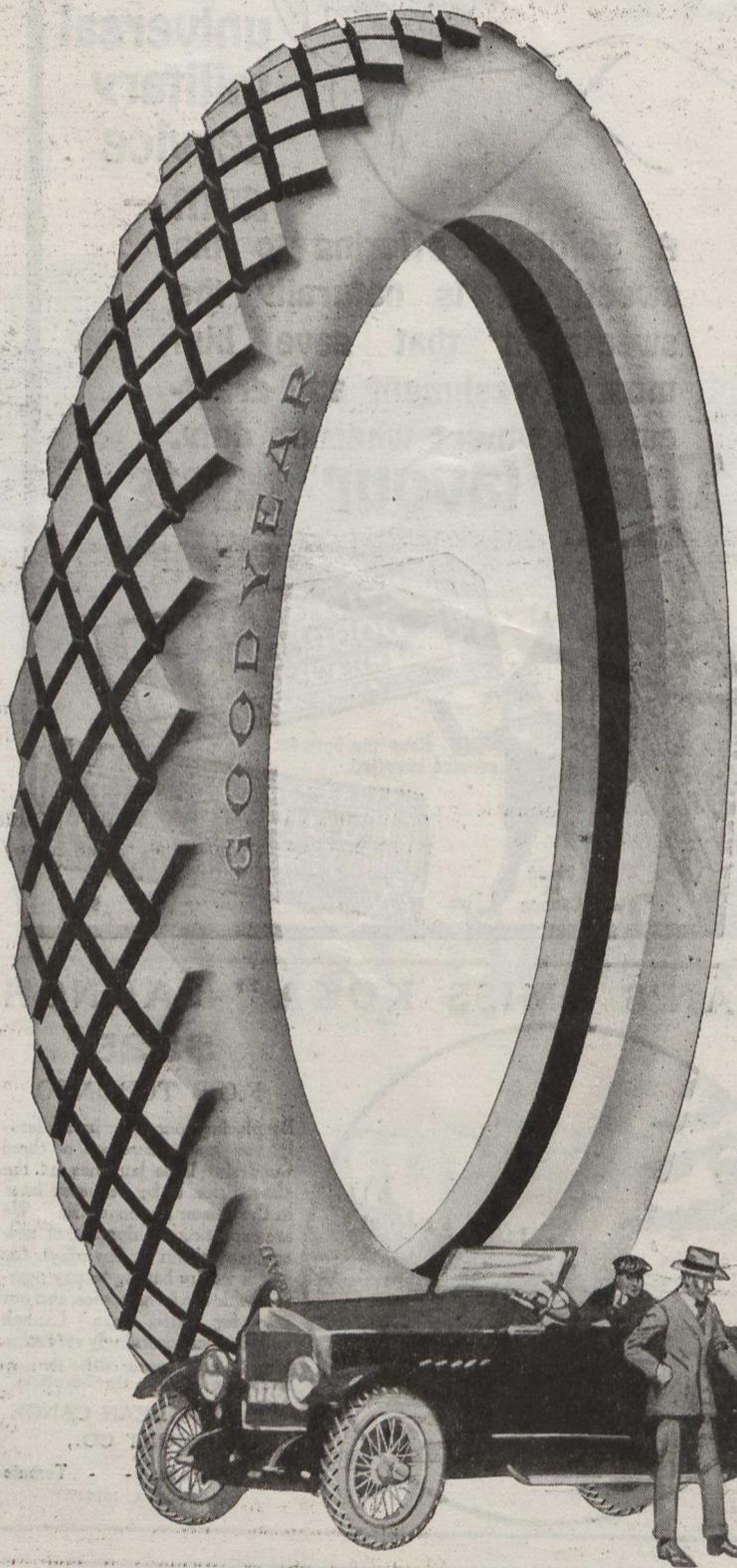
We believe that to endure, Business must be wholesome. That it must never have anything to transact behind closed doors. That it must not grow corpulent at the expense of the consumer of its product.

Could we not uphold these ideals and still profit, we would withdraw from the tire business.

As a matter of fact we have found our policy commercially successful. Quick to recognize merit in a manufactured product, the public has accorded Goodyear Tires premier place in the motoring field. Last year Goodyear produced more pneumatic automobile tires than any other institution in the world. That is both effect and endorsement of our ideals.

The Goodyear Tire and Rubber Co. of Canada, Limited

Goodyear Tires, Tubes and Tire-Saver Accessories can be obtained from Goodyear Service Stations everywhere. Watch for this emblem and enjoy the benefits of Goodyear Service wherever it is displayed.



GOODYEAR
MADE IN CANADA