



18 Higher Prices

We make these facts emphatic, because 18
American and Canadian makes are selling now at more than Goodyear prices.

No-Rim-Cut prices have gone down and down, to one-half former prices. We have built new factories, installed new machinery, and multiplied our output. We have reduced our profits. And we are content with small profits.

profits.

Now, with the increased capacity of Goodyear plants, no rival can compete on an equal grade of tire.

That's the reason for those higher prices. They do not mean that others have excelled us.

What Extra Prices Never Buy No extra price can buy a tire with our No-Rim-Cut feature. That has wiped out com-pletely the costliest item in upkeep.

No extra-price tire gets the "On-Air" cure. We employ this process, at a tremendous extra cost to us, to save the count



No other tire, at any price, contains hundreds of large rubber rivets created to combat, tread separation.

measured by cost per mile. Not at ten times our price.

And no price buys another tire with our All-Weather tread. This anti-skid, tough and double-thick, is as flat and smooth-running as a plain tread. Yet it grasps wet roads with deep, resisting, sharp-edged grips.

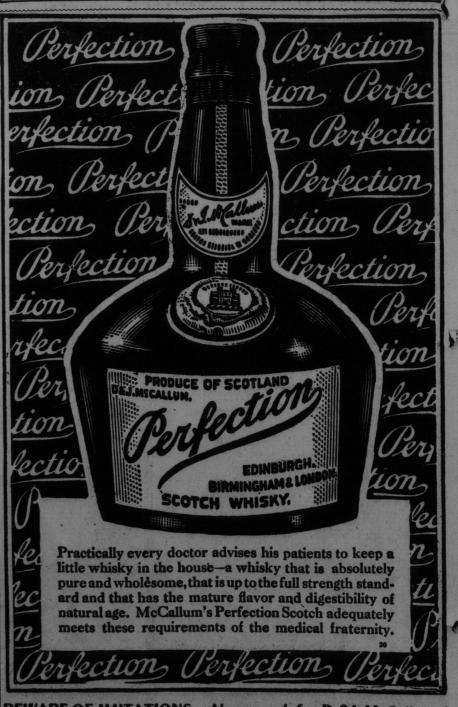
All higher-priced tires lack all these features found in No-Rim-Cut tires. And they are the greatest features known in tire making.

Millions of Records

Millions of Goodyear tires have been tried out on hundreds of thousands of cars. The result is shown by Goodyear sales—the largest in the world. And there was never a time when men came to Goodyears as fast are they are coming today.

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED

St. John Branch, 83 Prince Wm. St., 'Phone Main 1241



BEWARE OF IMITATIONS—Always ask for D.&J. McCallums'



The demand flour is very days. We have and

now coming i on order. We are have

reports on th this flour from tomers.