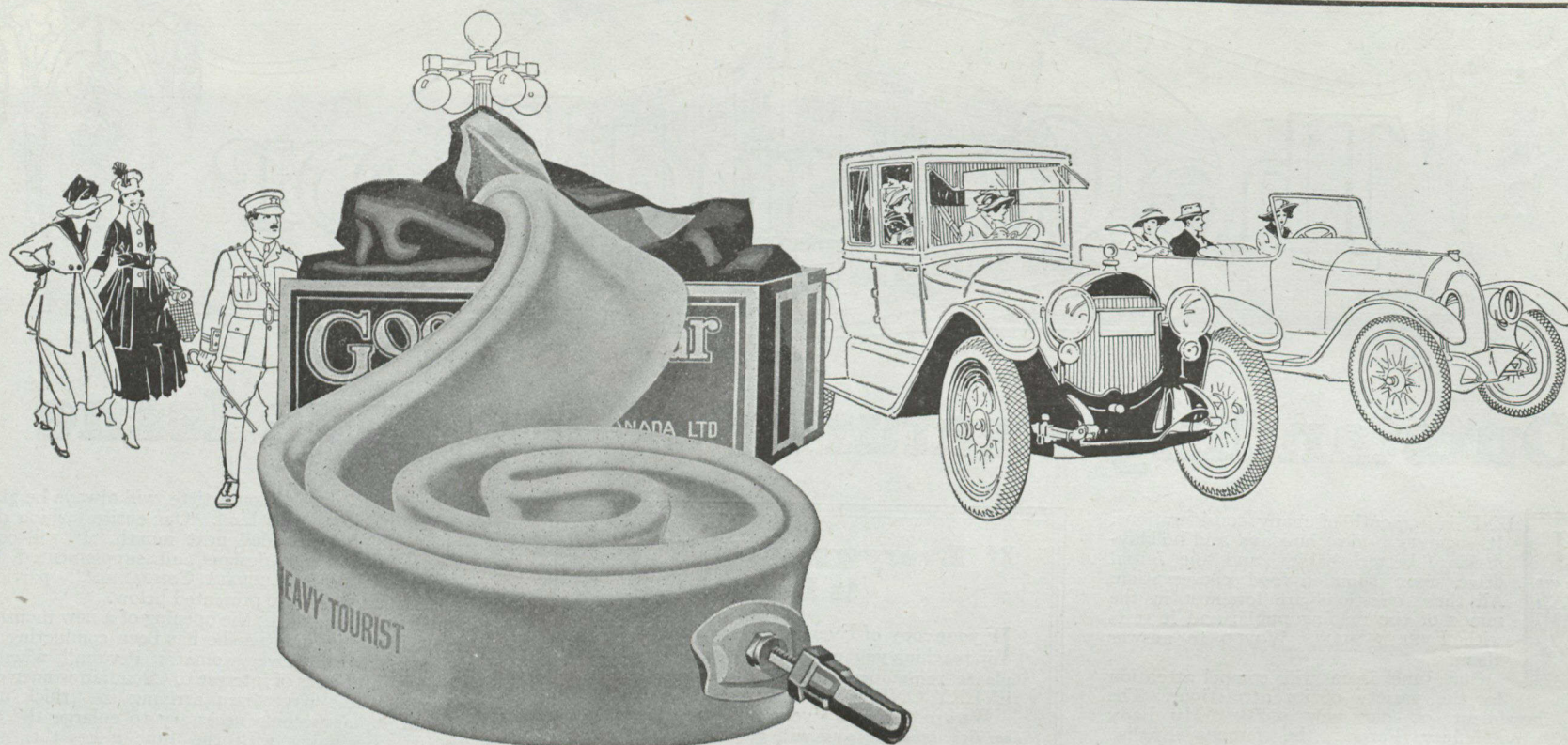




For Their Longer Life —And to Save Tires

For women--a new sphere of activity; the lowering of motoring cost through tire conservation.

First aid to their efforts is the shrewd feminine sense of value in tire buying. And to further help them--the Goodyear Heavy Tourist Tube.

True, milady may not be interested in a tube just as a tube. She seldom has to pump a leaky one. Punctures to her mean only inconvenient delay. But a tube's greatest service is in *saving tires*. And there centres woman's interest in tubes.

Also that very saving virtue marks the superiority of Goodyear Heavy Tourist Tubes.

Their particular construction--built up of many thin layers of the finest rubber--precludes the possibility of flaws. Each sheet is as thin as the paper you hold. We can detect and discard any that contain air bubbles or grit or other defects. This is impossible with one thick sheet of rubber.

The inspected sheets are then built up into one perfect piece of solid

rubber of the highest grade. We even vulcanize the valve patch--for greater goodness.

Such laminated construction is the most effective bar to the small leak--the almost imperceptible seepage of air--that means under-inflation. And the under-inflated tire is almost certainly the ruined tire.

To save tires--see that they carry tubes that really hold air--Goodyear Heavy Tourist Tubes.

Nor will your tube cost suffer. Goodyear Heavy Tourist Tubes are extra thick and extra good. They resist tube failure and serve loyally. They reduce tube cost.

When tubes are to be bought, see that they are Goodyear Heavy Tourist Tubes.

--for their longer life--and to save tires.

The Goodyear Tire & Rubber Co. of Canada, Limited

Goodyear Heavy Tourist Tubes are to be had at Goodyear Service Stations. The tube is stamped "Heavy Tourist." It is enclosed in a handy bag--in turn marked "Heavy Tourist." Covering all is the familiar Goodyear Tube Carton--printed "Heavy Tourist." Identify Heavy Tourist Tubes by these marks.

GOODYEAR
MADE IN CANADA