

How do You Judge a Holstein?

YOU wouldn't buy a milk-cow at so much a pound. No, you want to know how much milk she will give. A cow at \$200 might be away cheaper than one at \$125—certainly the real producer is the one the prosperous farmer buys.

Now, look on your tires as producers.

Judge them as you judge Holsteins.

You know absolutely that some tires give more miles of service than other tires.

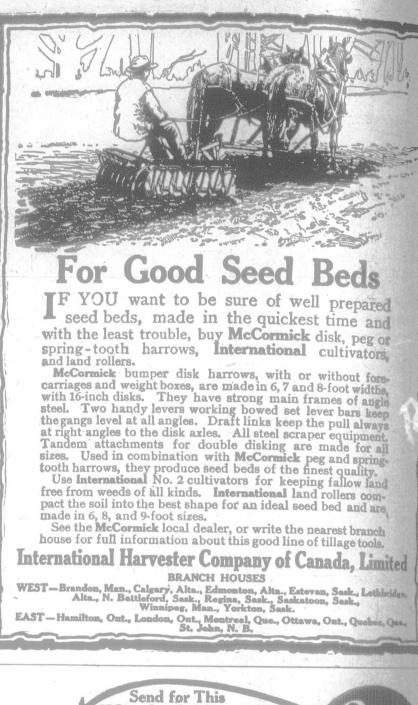
You know that the tires that give the most miles per dollar are the best buy.

Then buy your tires on the cost-per-mile reputation.

Goodyear Tires built their world-wide business because they give that low-cost-per-mile. Don't let the lowest first-cost tire warp your good sense of economy and satisfaction. Look up the Goodyear Service Station Dealer and invest in Goodyears.

The Goodyear Tire & Rubber Co. of Canada, Limited









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