

# GOODYEAR

MADE IN CANADA

## The Road Has Proved This Tread

**A**LL experience, all research, simply add proof to our claim that there is no better tread—for rear wheels or front—than the Goodyear All-Weather Tread.

No tread has been subjected to more severe tests—or closer observation.

*On the Road*—millions of motorists have jealously watched its quality and its work.

*In the Goodyear Plant*—constant research and continual experimenting aimed at a better tread.

From such observation and study came the Goodyear success. For it showed how to make tires that give more mileage, less trouble. It produced the crowning Goodyear achievement—the Goodyear Cord Tire. Yet the All-Weather Tread stands unchanged, defying improvement.

All-Weather Tires are All-Wheel Tires.

The sharp-edged blocks are arranged to roll like a ribbed tread. But—made of tough rubber—they resist skidding: take you out of ruts, around slippery corners, across ice-bound car tracks.

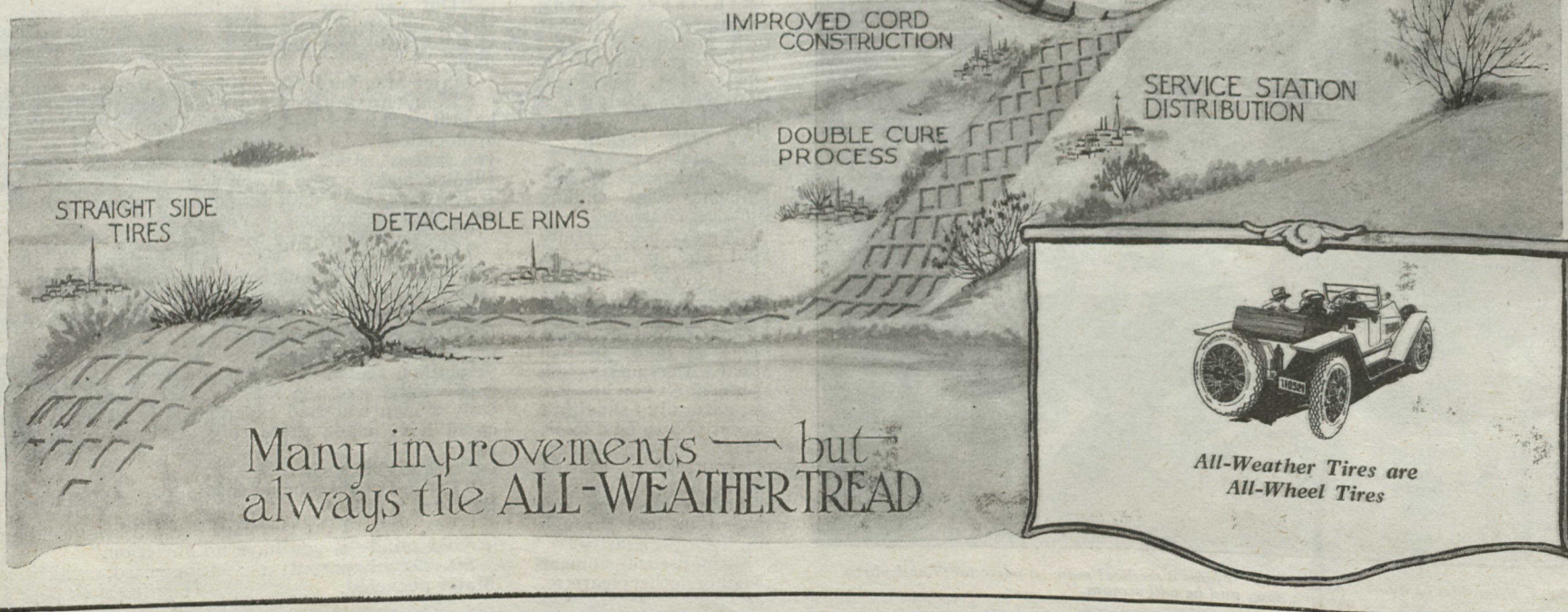
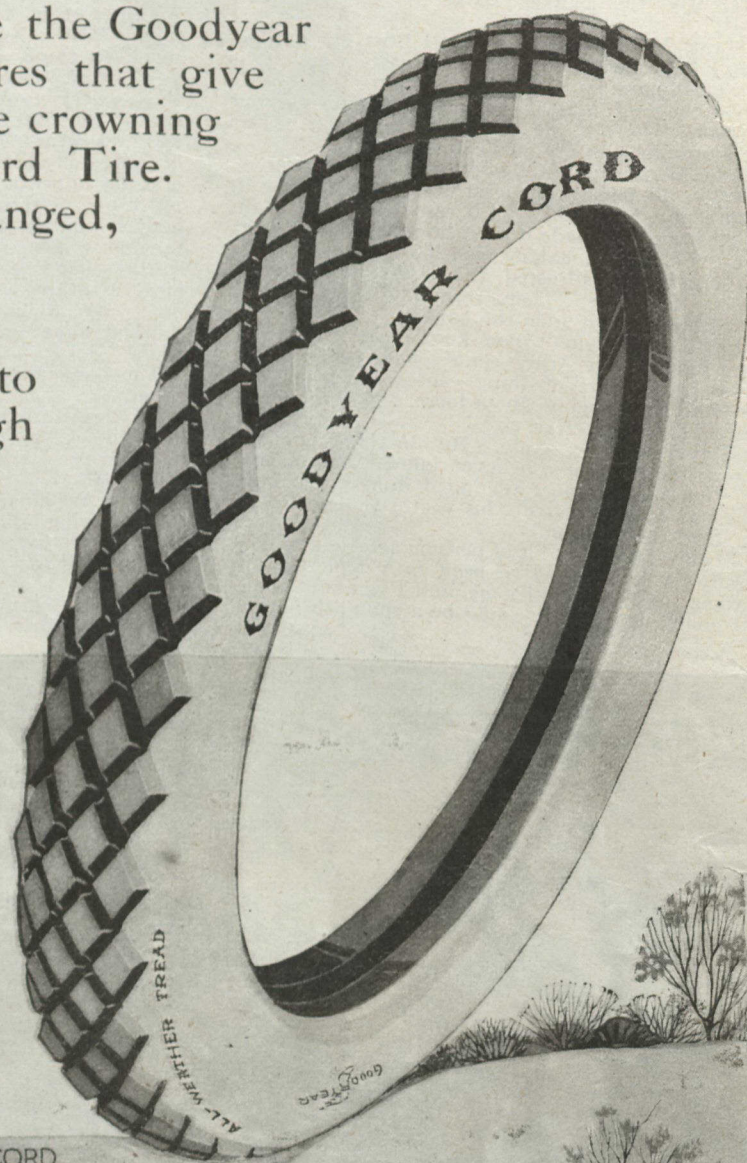
Through soft surfaces they cut to a solid footing.

Front wheels are kept under easy and absolute control.

With Goodyear All-Weather Treads on four wheels and the spare, changing tires does not spoil the balanced appearance of your car.

Meet the winter weather prepared with Goodyear All-Weather Treads on all wheels. Go to a Goodyear Service Station Dealer for tires and mileage-making service.

The Goodyear Tire & Rubber Co. of Canada, Limited



Many improvements — but  
always the ALL-WEATHER TREAD