



Economy!

THE Goodyear Cord Tire is introduced to you at a time when above all things you are trying to *save*.

That is only fitting—because the chief merit of the Goodyear Cord Tire is its surprising economy.

It is built in a new way—layer upon layer of strong, pliant cords each embedded in a cushion of pure rubber.

This construction makes it strong—a tire that goes much farther and so costs less in the end. Makes it flexible—a tire that gives unexampled comfort, saves both gasoline and the car.

With the smart All-Weather Tread, the Goodyear Cord Tire also adds distinction to any car.

The Goodyear "Heavy Tourist" Tube is extra thick and extra good—a better tube for any tire and a fitting mate for the Goodyear Cord Tire.

Both are easy to get from Goodyear Service Stations everywhere.

The Goodyear Tire and Rubber Company of Canada Limited

GOODYEAR
MADE IN CANADA
CORD TIRES