

Greater Tire Mileage and the Goodyear Service Plan

Every Goodyear Tire Saver, like the Outside Protection Patch illustrated, is designed to insure that greater mileage which is the purpose of the Goodyear Service Plan.

To the built-in mileage of Goodyear Tires, this plan adds effective means of prolonging the usefulness of injured tires.

A well-worn or injured tire may blow out on the road. The Goodyear Outside Protection Patch and the Goodyear Adjustable Blow-out Patch have been provided to enable you to make quick repairs on the road, in case of such emergencies.

If these two Tire Savers prevent you driving a half-mile on a flat tire, they may have saved

the full value of the casing.

It is such Tire Conservation as this which is aimed at by the Goodyear Service Plan of Service Stations and Tire Savers.

It is such Tire Conservation, with their inbuilt quality, which has made Goodyear Tires possibly the lowest cost-per-mile tires in the world.

If you are interested in knowing why more motorists ride on Goodyear Tires than any other brand in the world, talk to a Goodyear Service Station Dealer and write us at Toronto for our free Tire Conservation Course.

The Goodyear Tire & Rubber Co.
of Canada, Limited

GOODYEAR
MADE IN CANADA

