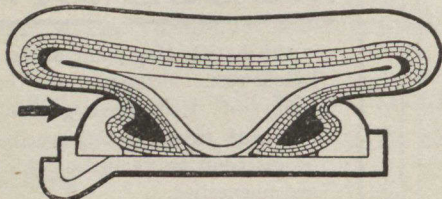


GOOD YEAR



No-Rim-Cut Tires

Non-Skid-Tread



The Constant rubbing of the sharp edge of side-ring ruins 23 ordinary tires in every 100.

No-Rim-Cutting

Rim-cutting ruins 23% of ordinary tires. Goodyear No-rim-cut tires are fitted to the round surface of the side-rings. They cannot rim-cut because they come in contact with no sharp edges.

Hence Goodyear No-rim-cut tires give 23% more wear than ordinary tires.

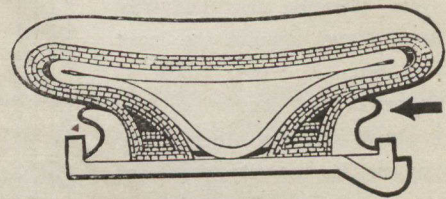
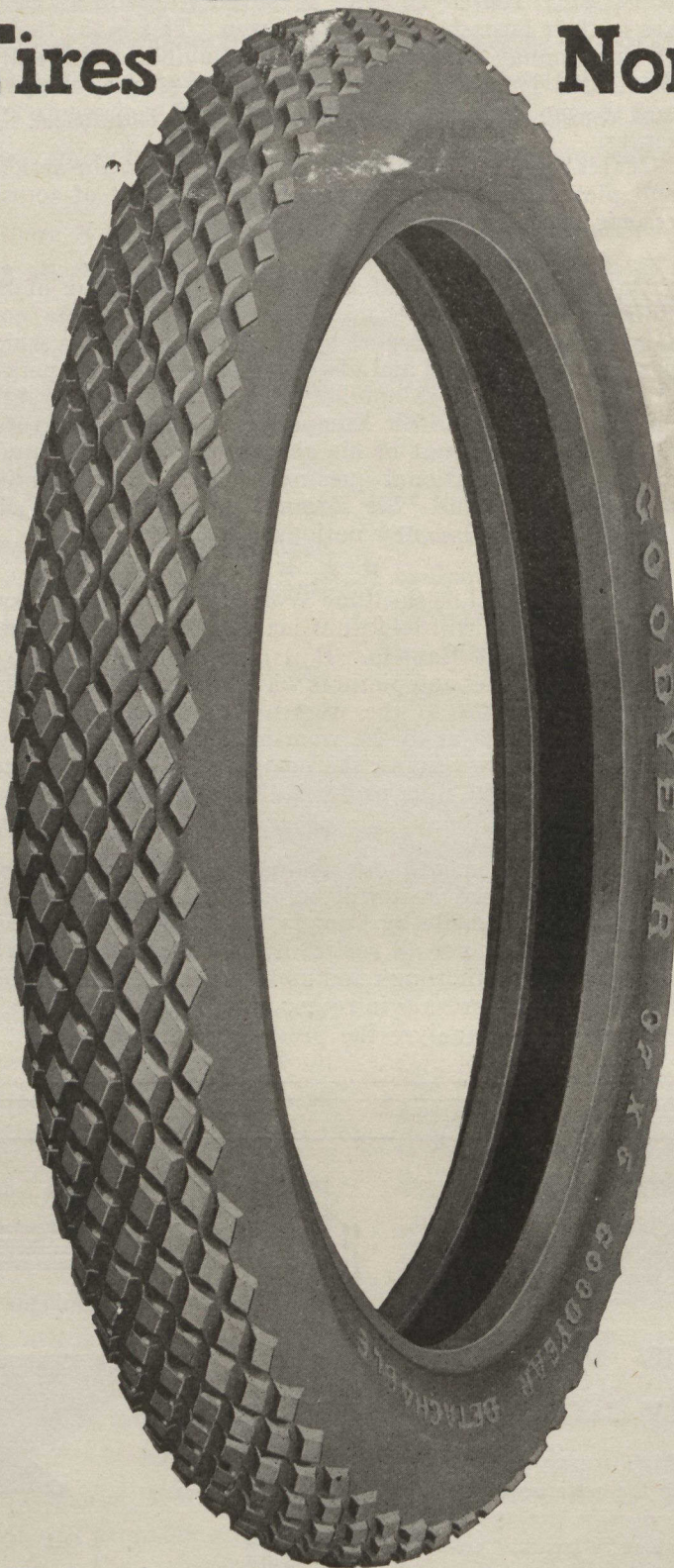
10% OVERSIZE NO OVERLOADING

And Goodyear No-rim-cut Tires are 10% oversize.

They have 10% more weight-carrying capacity—provide for overloading—extra equipment—extra passengers.

With the average car this means 25% more mileage.

TOTAL SAVING 48%.



No-Rim-Cut Tire held in place by round surface of the side-ring. Cannot Rim-Cut.

No Skidding

And here is safety!

A tire that cannot skid—a No-Rim-Cut tire with a thick tread of extra tough rubber.

A non-skidding tread to take the place of damaging chains.

Not merely a corrugated tread of regular thickness, but thick diamond-shaped blocks of hard wearing rubber, vulcanized onto the regular tread. Blocks wide at the base, spread out and distribute the load over the whole tread surface.

Countless edges and angles grip the road.

Skidding is prevented.

And the thick, tough blocks lessen the chance of puncture 30%.

Perfectly resilient. No undue shaking of Motor or vibration.

1,000,000 No-Rim-Cut Tires have been sold. Not one has been ruined by Rim-Cutting.

Do you want to give more careful thought to the selection of your tires? Send for our Tire Book. It gives information that will be of guidance to you.

The Goodyear Tire and Rubber Company of Canada, Limited

HEAD OFFICE—TORONTO

Factory—Bowmanville