

ENT

RCH

New-er at even-rseas and He

a car-athing

te ap-ardent the fat

for ?' lad

IS ,9

be All

on of Boston, is visiting Mr and Mrs. Jonathan

Difficulty Experienced

Tires.

To several thousand selected Canadian dealers Goodyear sells tires direct, and the money that would go as profit to jobber is largely saved.

It is a system made possible by

the enormous sale of Goodyear

Shipments to distributing points are so large that we make the saving of carload freight rates. Orders from dealers are large enough to reduce clerical expense to a small factor.

Such efficiency in practice and the resulting increased business has reduced expense-per-tire to a minimum.

down.

So a 30 x $3\frac{1}{2}$ Goodyear All-weather Tread Tire with Goodyear Heavy Tourist Tube costs you to-day only \$31.05. Six years ago it cost you \$30.45. An increase of only 1.9 per cent., while most commodities and labor increased over 100 per cent.

turned back into the product to

heighten quality and keep prices

And Goodyear Service Station Dealers help you get all the mileage that is built into the tires.

The resulting low cost-per-mile of Good-year Tires has built the largest tire sales in the world.

The Goodyear Tire & Rubber Co. of Canada, Limited

