

**SEPTEMBER 18, 1919** 

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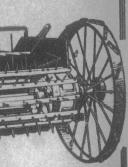
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you 3750 miles of service. That tire cost you  $\frac{12}{15}$  of a cent a mile.

But if you bought a tire the Goodyear way, you gave the dealer, say, \$40 and you got, well, 6000 miles of service. That tire cost you 10 of a cent a mile.

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Other tires may sell at a lower or a higher price. Goodyear Tires sell at the lowest costper-mile. Motorists have proved it because they buy more Goodyear Tires than any other brand in the world.

The Goodyear Service Station Dealer has proved it and will gladly tell you about it any time.

The Goodyear Tire & Rubber Co., of Canada, Limited

