

Price 1914 sept \$30.45
 Price 1920 sept \$31.05
 Increase 1 9/10%

One of the chief sources of the additional value offered in Goodyear Tires is the savings effected through Goodyear's system of distribution.

It is a system made possible by the enormous sale of Goodyear Tires.

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

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.

The saving-per-tire between fac-

tory and dealer is *approximately* \$2.00.

In total this saving represents hundreds of thousands of dollars turned back into the product to heighten quality and keep prices down.

So a 30 x 3½ 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.

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

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

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

GOODYEAR
 MADE IN CANADA