



To the woman who drives a car, Goodyear Service makes its strongest appeal.

Men welcome this service. They know it does for them many things they would neglect—neglect because, though necessary, these things are disagreeable and DIRTY.

How much more is such service appreciated by women who are less equipped and less suitably dressed than men to do the annoying and dusty, oily, small jobs around the car.

Women appreciate the thriftiness of this service that adds miles to the life of tires.

They appreciate its cleanliness, that takes off their hands the handling of dusty tires and oily engine parts.

They appreciate its courtesy, that does without asking the unusual things of service.

They appreciate its completeness, that extends to unexpected service.

They appreciate its freedom from obligation, for it is extended with the sole purpose of building business by making friends.

They appreciate its wide distribution, that enables them to get Goodyear Service at over one thousand

Service Stations throughout Canada.

At the top of this advertisement is illustrated the Goodyear Service Station Emblem. Next time you see it, stop your car. Give the Goodyear Service Station Dealer an opportunity to apply his motto of winning friends by giving service.

It is easy for you thus to learn the value of Goodyear Service, first hand. You will appreciate the standards we have set up for our dealers. You will appreciate their fore-sighted policy of giving such service.

GOODYEAR
MADE IN CANADA