



Goodyears Are Fashionable Tires, Too

Perhaps style plays a minor part in the selection of tires—but where fine appearance *is* a factor—there Goodyear Tires are first choice.

You'll notice this Fashion on all cars of extra luxury—the bigger, costlier cars; sedans and limousines; Goodyear Tires seem the natural accompaniment of a special finish; extra equipment; wire wheels.

But it is a more commercial factor that has made Goodyears the largest selling tires in the world.

It is their long mileage and freedom from trouble—which mean lower tire-costs.

Women to whom the Goodyear All-Weather Tread has appealed for its distinctive beauty, are even more pleased to find in this tire a

quality that coincides unmistakably with their sense of thrift.

Because of the manifold advantages of Goodyear Tires in comfort, appearance, security and freedom from trouble, many users are led to overlook their most important virtue, which is economy. Goodyear Tires actually do cost less to use. The greater mileages they deliver in the end make their selection a matter of economy as well as preference.

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



Women appreciate even more than men the advice and assistance of the Goodyear Service Station Dealer. Watch for this Emblem.

GOODYEAR
MADE IN CANADA