

THE Goodyear Cord Tire is the supreme product of this institution. It is the fine result of the mightiest effort of a world-wide organization unlimited in means and old in experience. Into it goes every worth-while idea, every extra-quality material, we have developed.

Naturally this tire serves supremely well—in economy and in satisfaction. Through extraordinarily long mileage it overshadows its extra price. By lively and muscular action it makes riding and driving easy—*saves car and gasoline.*

You would expect Goodyear to produce this tire. Our entire history is but the story of tire development. We have sought the friendship of the world's motorists by building tires ever better, by discovering the many things that make the automobile tire of to-day a willing and efficient servant. It is noteworthy that while higher in price, tire-cost-per-mile is lower to-day than before the Goodyear Cord entered the field.

The Goodyear Tire & Rubber Company
of Canada, Ltd.

CORD TIRES