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Whatsoever a man soweth –

WHAT would you think of your hired man if he saved you a chunk of money on putting in your crop?

- -Suppose he sowed only half the seed-and saved half.
- -Suppose he didn't fertilize the land-and saved that expense.
- -Suppose he spent only half the time working the land-a big saving in labor.
- You might have a fair looking field, one which cost very little to sow—but you wouldn't expect a crop.
- You'd think you had a pretty expensive hired man.
- Now, if you drive a car, you are hiring some firm to make tires for you.
- What you are looking for is:
- -not a tire which looks heavy.
- -not a tire made to sell at a low figure.



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ip have set the tter of rewarding t stop at a brass ory or a banquet reception. But g every returned s of hind. And. s of New Ontario but right in the e war can spend e associations.-

-but one which will give you a bumper crop of mileage. Do you want your tire-maker to say, "Here is a tire on which I am saving you price."

-or

"Here is a tire built for final saving through long mileage." Every Goodyear Tire is offered you on this basis. Every Goodyear Tire is like a field well-prepared and well-sowed. Into it are put big value in materials and workmanship. Out of it you can get big value in mileage.

When you are in town, ask the Goodyear Service Station Dealer about this mileage question.



The Goodyear Tire and Rubber Co. of Canada, Limited