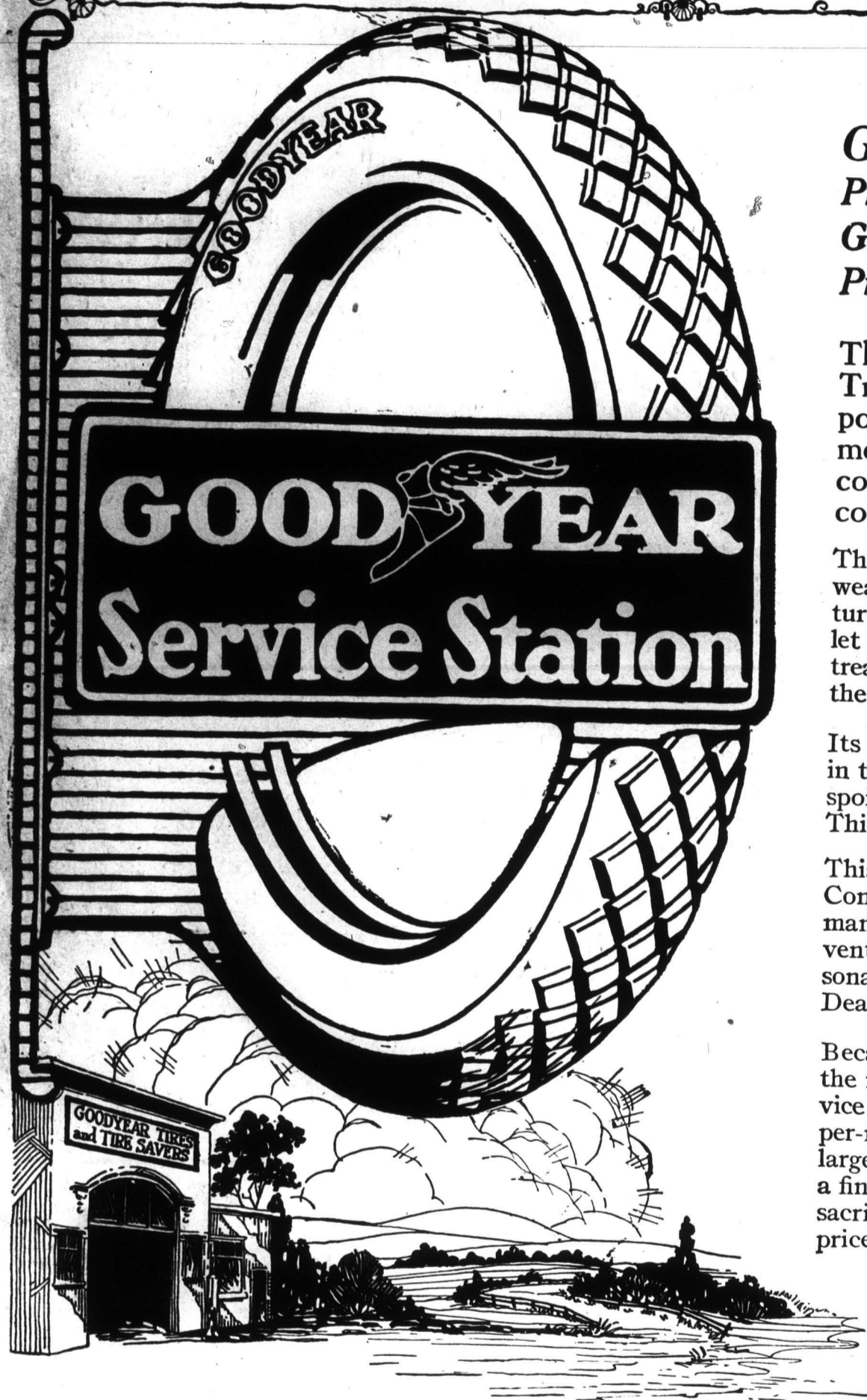


# THIS TREAD CONSERVES TIRES



## *Goodyear Service Plan Provides a Bonus of Mileage Greater than any Discount in Price You could Hope to Secure*

The development of the All-Weather Tread is in keeping with Goodyear policy—to conserve tires; to get for motorists greater mileage and so lower cost-per-mile; to disregard price if the cost-per-mile is lowered.

The All-Weather Tread is tough and long-wearing, adding extra miles. It resists punctures and cuts which, so frequently neglected, let in water and sand to rot the fabric. This tread combats skidding which wears down the tread and weakens the tire carcass.

Its adaptability for all-wheel use aids further in tire saving. No tire change you may make spoils the balanced appearance of your car. This permits balanced wear on all tires.

This tread is one factor in the Goodyear Conservation plan. This plan embraces many other Goodyear Tire Savers which prevent or cure tire injuries, and definite, personal help from Goodyear Service Station Dealers in securing a lower tire cost-per-mile.

Because of steadily increased quality with the mileage-making service of Goodyear Service Station Dealers (which means lower cost-per-mile) Goodyear Tires have become the largest selling brand in the world. This gives a final tire-cost below that of any tire which sacrifices quality or service to achieve a lower price or "special discount."

The Goodyear Tire & Rubber Co.  
of Canada, Limited

# GOOD YEAR

MADE IN CANADA

All-Weather Tires are All-Wheel Tires