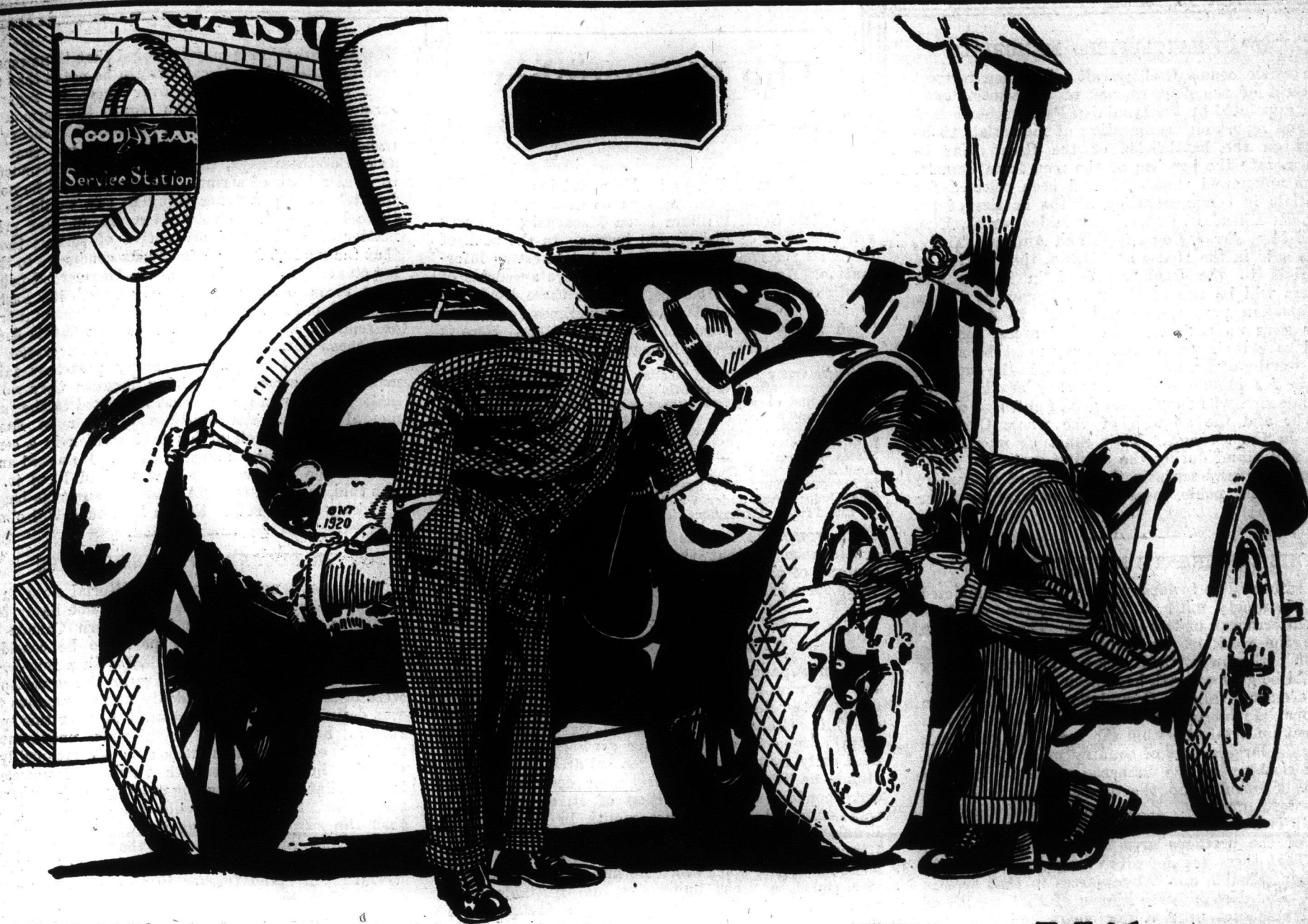




This Service Increases Tire Mileage

The largest single group of tire users in the world agree that the first step on the way to maximum tire mileage is a set of Goodyear Tires.

A large proportion of these users also realize that even Goodyear Tires will more surely deliver greater mileage when they are cared for.

Our agreement with this is evident in our sincere attempt, through Goodyear Service Stations and Goodyear Tire Savers, to further tire mileage in every possible way.

Among other things, we have produced Goodyear

Tire Putty—the cure for small tread cuts, the prevention of tread separation and tire decay.

Not even the toughness of the Goodyear All-Weather Tread can protect tires from all tread cuts. Scraps of metal, glass, switch-points will cut the toughest tread when struck squarely.

The Goodyear Service Station Dealer who supplies and uses Goodyear Tire Putty, will do other things for you, and will tell you of things you should do yourself to increase your tire mileage.

We will be glad to send you free our Tire Conservation Course if you will write us at Toronto.

The Goodyear Tire & Rubber Co.
of Canada, Limited



GOODYEAR

MADE IN CANADA