



Know the Tire You Buy

You can't tell the value of a tire by its looks. The unused tire is a riddle. Its sleek and unscarred surface tells no story. Its real value is hidden.

Nor can you tell the value of a tire by its price. The price may be too low. It may not allow of building a good tire. The price may be too high. It may be far above the value you will get.

But there is one reasonably safe indication of a tire's value available to everyone.

That is the service that tire is rendering in general use.

On this basis, we believe you will come to Goodyear Tires.

More Goodyear Tires are used than any other brand. They have received, and are receiving, the most severe test a tire can be given.

If you will talk to men who drive cars, you will find a strong majority for Goodyear Tires. A majority based on this very test of actual experience.

It will probably surprise you how many hard-headed men of your acquaintance are buying Goodyear Tires for the value which is in them.

Ask the Goodyear Service Station Dealer to tell you the experience of the men to whom he sells tires.

The Goodyear Tire & Rubber Co. of Canada, Limited

GOODYEAR
MADE  **IN CANADA**