

The Last Mile From Tires

If ever there was a time when an automobile tire should be made to yield up its last mile of usefulness, that time is with us now.

Every extra mile from tires saves material and labor that would otherwise be wasted. Saves money that you can use in more nationally important ways.

Buy tires carefully. *Care* for the tires you buy. If all motorists would do these two things, the result would be an astonishing decrease in the cost of motoring. Out of every three tires in use to-day, one is ruined prematurely by neglect and abuse.

It will be well worth your while to care for your tires. You will save money.

If you ride on Goodyears, it will be well worth *our* while to help you. You will have a new idea of the value and long mileage built into Goodyear Tires.

To this end we have issued an important book on tire care. The information it gives is expert and unprejudiced. This book we will gladly send

you free on request. But our policy of tire conservation goes farther than that. For years we have been building up an organization of Goodyear Service Stations—Tire dealers who aim to win your friendship by giving you service. These men at any time will point out to you ways of increasing tire mileage. Look for the Goodyear Service Station Emblem shown here.

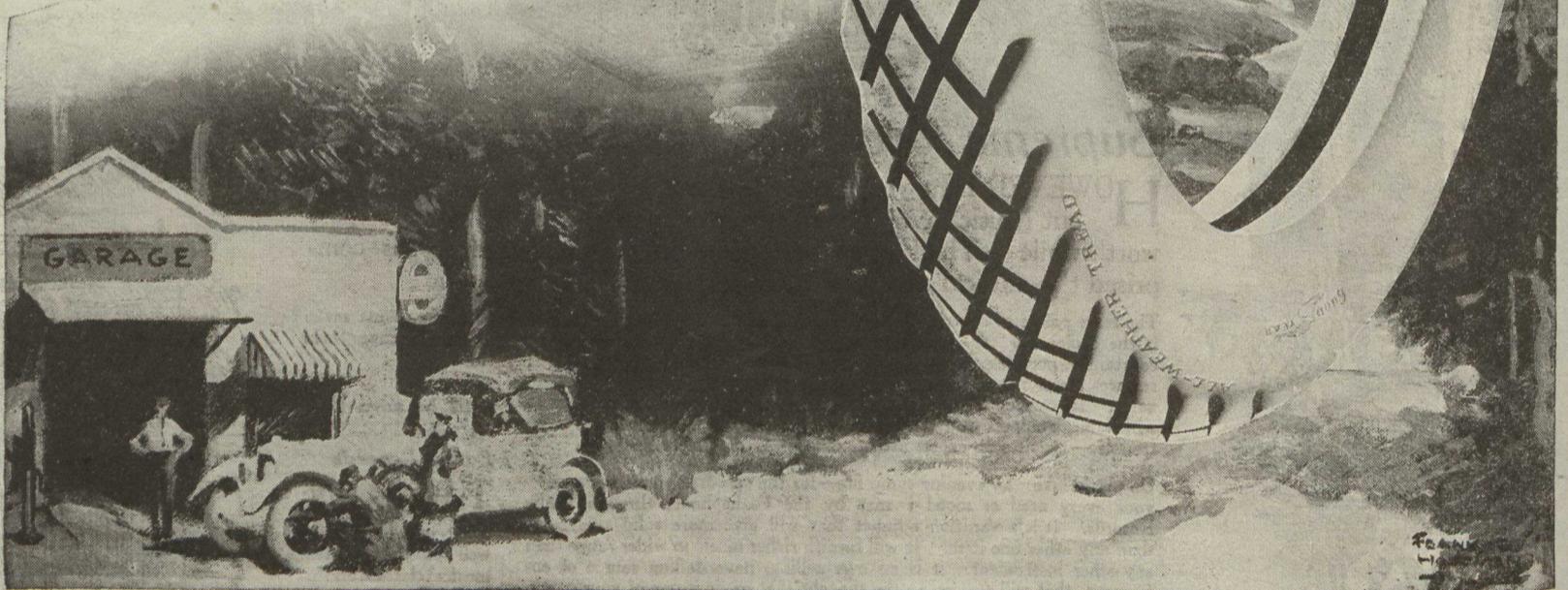
A CODE FOR TIRE-USERS.

1. Keep tires properly inflated.
2. Be sure to repair little tread cuts regularly.
3. Prevent blowouts by avoiding severe jolts and by maintaining full air pressure.
4. Have mud boils cleaned out and repaired at once.
5. Be careful in applying tubes.
6. Avoid sudden stops, quick starts and skidding.
7. Keep front wheels in alignment.
8. Use French Talc in the casing—but avoid using too much.
9. Avoid ruts and save the side-walls.
10. Don't drive in car tracks.
11. Apply chains properly (if they must be used).
12. Avoid sharp obstructions.
13. Remove grease, oil and acids from your tires at once by using a cloth moistened in gasoline.
14. Examine clincher rims occasionally for irregularities and rust.
15. Prevent damage from rust by using rim paint.
16. Carry spare tubes in a bag.
17. Keep spare tires covered.
18. Be sure that nothing on the machine scrapes the tires as they revolve.
19. Avoid the use of any substitute for air.

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED



Goodyear Tires, Tubes and Tire-Saver Accessories can be obtained from Goodyear Service Stations everywhere. Watch for this emblem and enjoy the benefits of Goodyear Service wherever it is displayed.



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