

GOODYEAR TUBES ALSO SAVE TIRES

By Preventing Under-Inflation, Goodyear Tubes Backed By Goodyear Service Bring Lower Tire Costs More Surely Than Do Cheap Prices.

The deadliest enemy of tires is under-inflation. It ruins more tires than all other causes combined.

To meet this foe to lower tire cost, Goodyear has done two things:

First and foremost we have produced *good* tubes—tubes that will not allow air to seep through. The Goodyear Heavy Tourist Tube—because of its thickness, purity of rubber, layer-upon-layer construction and vulcanized-in valve patch—really does *hold* air.

Then, through Goodyear Service Stations, we have made it possible for motorists to *keep* their tires properly inflated. We have helped Goodyear Dealers to become authorities on any tire questions—to know the proper inflation for any car. We have taught them to keep a watchful eye—to give willing advice—on their customers' tires.

The Goodyear Service Plan, working through Quality Tires, Tubes, Tire Savers and the comprehensive service of Goodyear Service Stations, offers you a sure road to lowest cost-per-mile—sure even than cheap prices or "special discounts."

Proof of this lies in one simple fact: *More Motorists use Goodyear Tires than any other brand in the World.*

Go to the dealer who displays this Goodyear Service Station emblem and he will show you Goodyear Heavy Tourist Tubes and advise you on the proper inflation for your tires.

The Goodyear Tire & Rubber Co.
of Canada, Limited



All-Weather Tires are All-Wheel Tires

