



Mileage

- at cut prices

SEED may, or may not, be a bargain at cut prices. It depends on the crop it produces.

Tires may be dear at cut prices. It depends on the mileage they render.

So we do not offer you Goodyear Tires on a basis of tire prices. We offer them on a basis of mileage cost. And when you have finally obtained the last mile from a Goodyear Tire, you realize at just how low a cost mileage can be bought.

With the giant resources at our command we could probably produce a tire at a little lower price than anyone else. But every passing year more firmly convinces us that better tires, efficiently produced and marketed, will give the greatest value.

Apparently motorists have agreed with us, for they buy more Goodyear Tires than any other brand.

Surely you, too, will not allow a slight difference in first cost to stand in the way of lowering operating cost for your car, any more than you would allow the price of seed to ruin your crop.

See the Goodyear Service Station Dealer in town. He is selling mileage at cut prices.

The Goodyear Tire & Rubber Co., of Canada, Limited

GOOD YEAR
MADE IN CANADA

