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A Bargain in Tires

EVERY bargain is not a matter of price. It may be a matter of value. Tires, for instance. If you were just buying so much rubber and cotton, price would be a good gauge.

But you're really buying miles of service.

And on a basis of miles per dollar the Goodyear Tire is a real bargain.

You can buy cheaper tires—but not cheaper mileage. There is no more sure way of reducing your motoring costs than by equipping all four wheels with Goodyear Tires.

This thought has always guided the Goodyear organization. The Goodyear Tire as offered you to-day is the result of constantly striving to put more miles into tires at fair prices. Our success is marked by the approval of the world's motorists—they buy more Goodyear Tires than any other brand.

There is a Goodyear Service Station Dealer near you who believes, as we do, in giving value.

The Goodyear Tire & Rubber Co.
of Canada, Limited

GOODYEAR
MADE IN CANADA