



Homewood Farm Barns, Property of Wm. Butterworth, Moline, Ill.

A SOURCE OF REAL SAVING

A great many motorists look upon the tires they use simply as a source of expense.

They consider the purchase of such equipment as just one unprofitable investment after another.

But the Goodyear user looks upon his tires somewhat differently—he sees in them a source of real saving.

For he realizes that tires are necessary to the usefulness of his car, and that the extra service Goodyears give is just so much clear gain.

This extra service that Goodyears give is not fanciful nor speculative, it is very real.

It includes more miles than could safely be expected from other tires—more comfort, and greater freedom from trouble.

It is due to the conditions under which Goodyear Tires are built, and to the materials which go into them.

It is the end to which every energy and impulse of these great factories is spent.

Goodyear users may well look upon their tires as a source of real saving—Goodyear Tires are built to be just that.

They are made to endure, to deliver the highest type of satisfaction under all conditions of service.

They are large of girth and thick of tread, that they may stand the scuff and pummeling of the road without faltering.

They are stout of structure and tough of substance, that they may wear slowly and with stubborn reluctance.

More Goodyear Tires are sold in these United States today than any other brand.

This would not be true if Goodyears offered anything less than conspicuously better value.

And the margin of Goodyear leadership is constantly growing greater.

Which is clear evidence that the better value in Goodyear Tires is consistent and invariable.

Sometime you will come to Goodyear Tires—sometime you will reap the benefit of the extra service they give.

When you do come to them, buy them of the Goodyear Service Station Dealer near you.

He is equipped and ready to help you get from Goodyear Tires the final mile of service we have built into them.

That is his mission, one he is pledged to fulfill with all the abilities at his command.

Ask this Dealer to tell you about Goodyear Tubes—*better* tubes—and what they mean in lowering tire costs.

And ask him to show you the Goodyear Tire-Saver Kit, which, as a primary factor in tire conservation, certainly should be in your car.



The Goodyear Tire & Rubber Company, Akron, Ohio

GOOD YEAR
AKRON