



Farm of W. B. Barney & Son, Hampton, Iowa

Why Goodyears Are Preferred

There are well over 200 different makes of automobile tires manufactured in this country.

And the companies that produce them exercise as many different business methods in behalf of their product.

Yet despite this extensive competition, one car in every five now in service is equipped with Goodyear Tires.

And more Goodyear Tires are sold in America than any other brand.

We offer this information not in any boastful spirit, but merely to show the overwhelming preference for Goodyear Tires.

We know, and you know, that this preference could not exist if Goodyear Tires were not *plainly superior* to ordinary tires.

But it does exist — a plurality of American motorists *does* prefer Goodyear Tires.

And what is more important, their preference is growing more pronounced with every day.

The margin of Goodyear leadership is steadily widening.

This fact, alone, means all to you that can be said of tires.

It means that throughout this nation, wherever tires are used, Goodyear Tires give maximum service and satisfaction.

It means that they give greater mileages than other tires, deeper comfort, surer security, stouter endurance, more freedom from trouble.

These are the cardinal elements of satisfactory tire service, and these are the elements in which Goodyear Tires excel.

Ask your neighbor who uses Goodyear Tires what he thinks of them.

He will verify every virtue we have mentioned — that is why he prefers them.

Sometime, *you* will come to Goodyear Tires. Sometime, *you* will prefer them.

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

You can deal with him face to face; he is there on the ground for your benefit, to help you get out of Goodyear Tires the final mile we have built into them.

Ask him about Goodyear tubes — *better tubes* — get him to tell you how much they mean in lengthening a casing's life.

And ask him about the Goodyear Tire-Saver Kit, which, as a primary factor in tire conservation, certainly deserves a place in your car.

The Goodyear Tire & Rubber Co., Akron, Ohio

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