



King Ranch House, Kingsville, Texas.

PREFERRED THE COUNTRY OVER

Goodyear Tires are fast coming to be looked upon as staple merchandise.

Like sugar, or wheat, they have a known quality and value in all parts of the country.

Whether you buy a Goodyear Tire from the humblest dealer in a village or from the most pretentious garage in the metropolis, it is the same.

They are all of a kind—the best that honest purpose, fine materials and expert labor can produce.

This uniform goodness in Goodyear Tires is responsible for the widespread preference they enjoy throughout the nation.

They lead all other tires in sales, and their leadership blankets entire America.

The hold they have upon public favor is not powerful in the cities and weak in the country, or vice versa.

It is evenly strong from one ocean to the other, almost in proportion to the distribution of motor cars among the people.

No tire which is not uniformly good could attempt this continental market.

No tire which is not strikingly superior could command its allegiance as Goodyear Tires have done.

The miles they give, the punishment they stand, the untroubled service they afford their users, have won adherents against the keenest competition.

Their union of lasting worth and true economy is expanding their domain with every day.

You do not need to go outside your own neighborhood to learn how good these tires are.

People right around you—your friend across the road, perhaps, or over the hill—are using Goodyear Tires.

Ask one of these users, or a dozen if you like, what he thinks of Goodyear Tires and how they serve him.

We are confident that he will earnestly recommend Goodyears for your next equipment.

Sometime you will come to Goodyear Tires, and when you do, you will feel about them as your neighbor.

Sometime you will be recommending them to other friends, out of the satisfaction of your experience.

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

He will help you get from them the final mile we have built into them—that is his mission.

Ask him about Goodyear Tubes—better tubes—and what they mean in lowering tire expense.

And ask him about the Goodyear Tire-Saver Kit, a means of tire conservation that certainly should be in your car.



The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR

AKRON