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"I WAS doubtful about a truck, but Goodyear Cord Pneumatics have made me an enthusiast. I haul hogs, sheep, cattle, coal, ice, hardware, groceries up to 200 miles a day—save time, labor, gasoline, oil and shrinkage. Farmers here know it pays to motorize and that pneumatics save roads."—F. L. Bixler, Rural Express, Fortville, Indiana

THIS story of saving time and increasing income by hauling on pneumatics is just one of a great number now coming from the rural communities of this country.

In counteracting the high cost of labor, the farmer is motorizing, with pneumatic truck tires and other means, and thus making his work more pleasant—reducing the drain on brawn and investment.

Farmers everywhere now know that the tractive pneumatics enable them to haul crops right from where they grow, to save shrinkage and other deterioration, and to top their markets.

They know that pneumatic-shod motor trucks

haul grain to the thresher, ensilage and fodder to the cutter, and wood to the buzz saw so quickly as to enable such other motor equipment to work to full capacity and earning power.

Farmers using trucks on Goodyear Cord Tires report that these agile tires offer the typical pneumatic advantages in utmost degree because they combine with these advantages a tremendous toughness.

Special information concerning the use of pneumatic-tired trucks on farms can be obtained from The Goodyear Tire & Rubber Company, at Akron, Ohio.

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