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"Soon after I got my truck I made a big improvement by changing quickly to Goodyear Cord Tires. The pneumatics save time, fuel, repairs and shrinkage in livestock—they have increased my hauling radius by 35 miles and go anywhere on the farm. I figure the one truck equal to six teams on my place. Motorization offsets the labor shortage and pneumatics help the farmer to motorize properly."—Frank B. Williams, General Farmer, Cedar Bluffs, Nebraska

MANY a resourceful farmer, like this one, now saves labor, time and money by doing his farm hauling and market hauling on Goodyear Cord Tires.

He hauls steadily through plowed fields, barnyard mud, sand trails and melting snow because these tractive pneumatics grip firmly as they go.


He hauls eggs, fresh vegetables, delicate fruit and shrinkable livestock with utmost safety because these are cushioned properly on the big Goodyear Cord Tires.

He hauls quickly to pumping, grinding,

shelling, harvesting and wood-cutting machinery because of the easy-rolling qualities of these helpful pneumatics.

Developed with the manufacturing care that protects our good name, the hardy strength of their Goodyear construction is repeatedly expressed in mileages of exceptional length.

Detailed information, concerning pneumatic-tired farm trucks and general farm motorization, will be sent promptly on request by The Goodyear Tire & Rubber Company, Akron, Ohio, or Los Angeles, California.

GOODYEAR

CORD TIRES