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*"The big Goodyear Cord Tires on our two motor trucks are helping us to reduce the high cost of farming. These pneumatics travel anywhere in the fields and, during threshing, enabled us to dispense with eight teams and eight drivers. We had had to pay the drivers of these teams up to \$8 a day, in addition to the cost of the teams and the outfits. Also we have sold pasture and bought farm land in place of it. There are many other savings—of labor, time and money. Due to the quickness of the big Goodyear Cord Tires, we now can make more hay while the sun shines."—M. W. Bever, Farmer, Colby, Kansas, Rural Route No. 1*

IT is everywhere observable, as above, that the traction, cushioning and activity of Goodyear Cord Tires on motor trucks, effect large savings for farmers.

This traction overcomes handicaps of soft, slippery going, of weather and of grade which formerly caused hauling delay and added expense in all kinds of farming.

This cushioning safeguards loads liable to injury, shrinkage or waste when unduly jarred, and thus enables the sale of full quantity and quality at best prices.

This activity permits entirely economical hauling to and from motorized machinery, and by bringing more selling points within hauling range, often reduces marketing costs.

All these virtues of the big pneumatics are made most practical by Goodyear Cord construction which sinews them with unusual strength and endurance.

Farmers' reports on motorization and pneumatics will be mailed to anyone interested, by The Goodyear Tire & Rubber Company, Akron, Ohio, or Los Angeles, California.

# GOODYEAR CORD TIRES