

“Our sales increased 53 per cent in 1921”

THE COUNTRY GENTLEMAN

BEAUTY · STRENGTH · POWER · COMFORT



THE NEW 1922 SEVEN PASSENGER
HAYNES 75
SEDAN

THOUGH THIS SUPERB CAR is presented as a distinctly new 1922 offering, the advance which it embodies belongs more truly to another era than another year. The subdued elegance and inviting comfort of its interior fittings, the dominant dignity of its exterior beauty—while noteworthy and most appealing in themselves—are still not so significant as that s— ment of Haynes

sponds to your mood and whim. Because of if the new 1922 Haynes 75 received the immediate seal of public approval and endorsement. With its new Haynes fuelizing system, thermostatic engine heat control and numerous other exclusive Haynes refinements of designing excellence, this most recent motor creation sets the new 1922 Haynes 75 Sedan as a car apart—a crystallization of true Haynes character—the utmost in luxury and economy at the exceptional b fac

writes The Haynes Automobile Company of Kokomo, Indiana. “We feel this unusual record in a difficult year confirms our advertising policy.

“*The Saturday Evening Post* and *The Country Gentleman* were the only two national publications used regularly.

“Through them we find we reach the greatest number of motor car buyers at the lowest cost measured by results.

One of the full-page Haynes advertisements which appeared monthly in *The Country Gentleman* during 1921

“THE COUNTRY GENTLEMAN *has been a vital factor in our success and is the best medium to use in the great agricultural market. The Haynes Automobile Company therefore is following a consistent color schedule in THE COUNTRY GENTLEMAN again this year.*”

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA
The Saturday Evening Post *The Ladies' Home Journal* *The Country Gentleman*