


“We Overcame a Custom as Old as the Industry”

THE COUNTRY GENTLEMAN



Copyright 1922 by The Goodyear Tire & Rubber Co.

"Winter and summer, whatever the road conditions, the truck on Goodyear Cord Tires delivers its cargo punctually. Our Goodyear Cord-equipped truck carries 180 tons of milk a month, making a 40-mile trip into Minneapolis every day, 75% of the way over hilly roads that in winter are almost impassable to solid-tired vehicles. In a year's hauling, it has missed just one day. It carries three times as much as a team and wagon could, and the better service it makes possible has doubled our customers. The additional freight we haul for neighbors frequently pays the expense of an entire trip. The cushioning action of the Cord protects the load and holds down repair bills. Our Goodyear Cords have averaged 13,000 miles, and their complete usefulness has always been brought out for us by the regularly provided Service of Conservation furnished by the Goodyear dealer."—John Rogers, Dairy Farmer, Eden Prairie, Minnesota.

ESPECIALLY in the kind of hauling that demands a daily quantity of difficult road conditions, Goodyear Cord Truck Tires demonstrate the value of their unflinching tractive power, trouble-free activity, and dependable strength. They are designed and built particularly for the work a truck must do on country roads and in off-the-road hauling, through soft fields and down farm lanes. They cushion the truck, the driver and the load, and they protect improved roads. Goodyear Cord Truck Tires are made by the two-cure process, for greater strength and longer life. They are heavy and thick through the best, where ordinary pneumatics often develop a weakness. They have a rough and lasting ply construction, exclusively Goodyear. Their All-Weather Tread not only secures traction in the heaviest going but at all times puts the full strength of the tire under the load. Actual experiences of farmers with motorized hauling on Goodyear Cord Truck Tires are reported in those interested by The Goodyear Tire & Rubber Company, Akron, Ohio, and Los Angeles, California.

GOOD YEAR

"In a recent test of our farm paper advertising THE COUNTRY GENTLEMAN returned four times as many inquiries as any other publication."

writes The Goodyear Tire & Rubber Company of Akron, Ohio, in telling how it pioneered the pneumatic truck tire for farm use.

"The solid tire, always having been used on trucks, was regarded as almost a fixed part of the equipment.

"THE COUNTRY GENTLEMAN was our strongest force in changing this situation.

"We chose it for our largest advertising effort because we felt it reached farmers whose buying practices set the standards in their communities.

"And we used our advertising in it effectively to convince supply stations, dealers and manufacturers of both the merits of the new tire and the assured demand.

"The merchandising service thus obtained through our advertising in THE COUNTRY GENTLEMAN represented just so much plus value which would not have been possible with a publication of less influence in the farm field."

The COUNTRY GENTLEMAN

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