

## Wear

March, 1924, we decided to buy 1924 Buick Coupe with Goodyear balloon tires. Since the time the tires have covered mileage close to 12,000—not counting driving either. We have had a tire off, and, judging from all appearances, the tires are good for at least 25,000 miles, as they show very little wear. As to comfort, they are all anyone could want. As for speed, we will say that we have had this car at 65 miles per hour and truthfully say that the car is the road far better with Goodyear equipment than with any other tires.—Tronolone, Buffalo, N.Y.

are having less trouble with Goodyear balloon tires than any other tire we have ever had. They are delivering phenomenal mileage. I have several of our customers that have run as far as 10,000 miles and look to be good for several more thousands. Our own cars all carry original sets.—J. P. Macomber & Carey, Inc., Syracuse, N.Y.

operated a Kissel Brougham for several years, and have had same equipped with Goodyear balloon tires. They have added greatly to the riding comfort and to date have given 14,500 miles. I find them very practical indeed and they are becoming more and more popular because of the satisfactory service they are rendering.—R. Howard, The Howard Company, New Haven, Conn.

My speedometer registered 12,000 miles when the tires were put on; at the present time it registers 27,985, making a total of 15,985 miles. During this period of time my speedometer has not out of order for five weeks. During these five weeks the car has been to Chicago and back, to Joliet and back and to St. Louis and back, besides the extra running it got, so all in all it is really small, makes a total of 5,872 miles and not a puncture. The extra tire has been off the rear of the car.—Raymond May, The May Motor Co., Springfield, Ill.

## Steering

It is a pleasure for me to inform you that Goodyear balloon tires on my Cadillac are giving most satisfactory service. Many persons are of the opinion that balloon tires consume a lot of power and steer badly. This is not so. I find that there is practically no loss of power, and if the difference in steering is really a fact it is so slight that it is scarcely noticeable. I can heartily endorse the use of Goodyear balloons to any automobile owner who desires comfort and economical operation.—R. Johnson, Erie, Pa.

## Comfort

"Four months ago I purchased a Ford Coupe of R. E. Dwire of Waterloo; he persuaded me to put on Goodyear balloon tires. I have now driven the car over thirteen thousand miles with practically no trouble whatever with the tires, and they surely improve the riding of my car greatly.—John Kemp, Rochester, N.Y.

## Traction

"In regard to Goodyear balloon tires I wish to tell you that the ease of riding and general comfort that they added to my Ford Sedan, I could hardly believe possible. I have driven a little over six thousand miles in three months of rather hard driving and the tires show but little wear. One of the greatest features which impresses me, concerning these tires, is the traction they give on slippery roads and streets. For I drive my car seven days a week—rain or shine. I would not be satisfied to drive my Ford Sedan without Goodyear balloon tires.—J. E. Webber, Springfield, Ill.

"I have driven my Goodyear balloons over 7,000 miles and have never had my spare on the ground. Goodyear balloons are fine in sand and mud. I would not be without balloons at any cost.—A. E. Gray, Montello, Wisconsin.

"Regarding the service rendered by the Goodyear balloons which you put on my Dodge touring car last summer, I drove them nearly six thousand miles before I traded the car in. The car rode much easier, had more pep and increased miles per gallon. I never owned a set of chains after you equipped the car and never got into a place where I had any trouble whatever.—F. R. Huffer, Norfolk, Neb.

"Recently I had occasion to use one of our cars equipped with Goodyear balloon tires driven about 100 miles over gravel road, and found that we could

steer much easier and the car held the road far better than other cars equipped otherwise. In fact on this trip we found four cars, due to the heavy gravel, had skidded, turned over, and two of them completely wrecked, while our car held the road beautifully.—R. H. Marshall, John L. Oster, Goodyear Car Service, New Orleans, La.

## Rough Roads

"Last October I bought a Nash Roadster equipped with Goodyear balloon tires. Since then I have covered 5,500 miles over all kinds of roads. During this period the roads have been in pretty bad condition due to severe weather, but I am happy to tell you how satisfactory their service has been. My car is on the road continually,

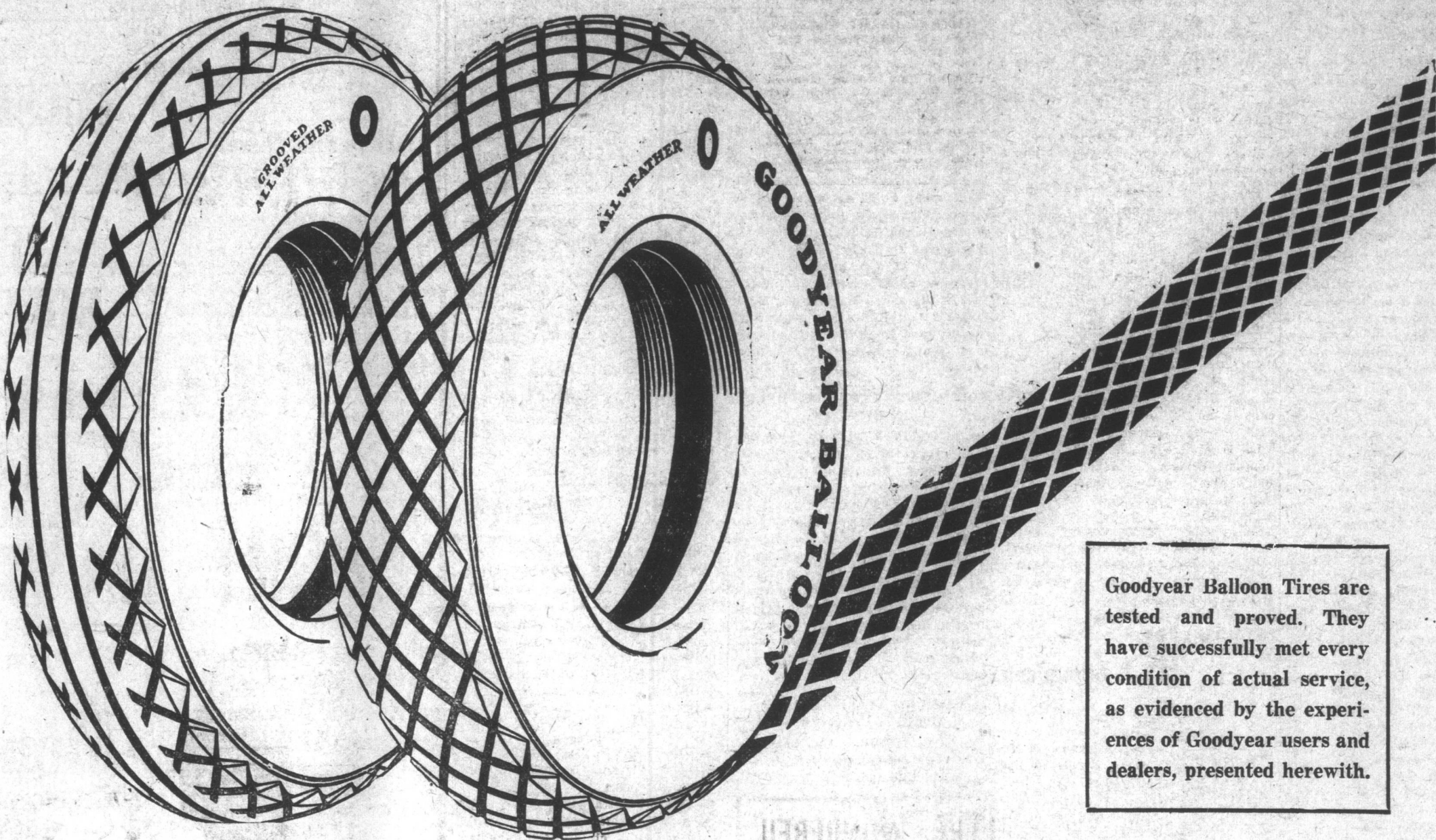
in hard use, so when I tell you I have had but one puncture in this distance you will see how satisfactory these tires performed. No signs of wear yet.—John T. Harding, Chicago, Illinois.

"Several months ago when I purchased my Ford Coupe, I was persuaded to try out a set of Goodyear balloon tires. At the time I was skeptical about their performance, as I live on a dirt road that is oftentimes slippery when wet and pretty rough. Now I am mighty glad to let the order stand as I wouldn't go back to the old kind of tires at anywhere near the price. These tires show hardly any wear to date although they have had some tough service. My wife and I enjoy the greater comfort in riding and I do not believe they are as apt to skid as the hard tires. I am glad of this chance to give your balloon tires a boost as I have been mighty pleased.—N. S. Nichols, Fayetteville, N.Y.

"The claims you made for Goodyear balloon tires, although at first seemed to me too great, have proven themselves, and now my tires have been driven between six and seven thousand miles without a single puncture and some of the original air which you placed in them is still there. I recently made a trip from Lufkin, Texas, to San Antonio over very rough and muddy, rutty roads. I was successful in passing sixty-four cars that were stuck due to heavy rains which I also was in, and I attribute a great deal of this success to the traction which is furnished by the broad contact area which the balloon tires furnish.—Lloyd Chancey, 702 S. Flores St., San Antonio, Tex.

"We have found Goodyear balloon tires to be practical for any kind of roads. In fact the rougher the roads are the better the user likes them. We have put on a number of sets with the understanding that if the customer was not entirely satisfied we would remove them without any charge for the use given the tires during the trial. So far we have not been called on to remove a single set of tires.—E. E. Shropshire, Austin Goodyear Company, 116 E. 7th St., Austin, Texas.

"You'll probably remember that I bought the first set of Goodyear balloons you received at the Syracuse Branch and that I put them on my Ford that day. Well, they are still going strong. Aside from a few tread cuts and wall scrubs, they look good as new and not one of them has been off the wheel for any reason whatever. I admit I am hard on a car and the tires do get severe punishment. Many roads around here are none too good. Galloping along rutted and muddy country roads isn't assisting a tire to break any mileage records.



Goodyear Balloon Tires are tested and proved. They have successfully met every condition of actual service, as evidenced by the experiences of Goodyear users and dealers, presented herewith.

# WHAT ABOUT BALLOONS?

## ---HERE ARE THE FACTS!

**T**HE important part of this advertisement was written by people who have used Goodyear balloon tires.

Read what they say—and remember, this is but a tiny echo of a countrywide chorus of approval. Please note that every desirable feature of tire performance is represented in this testimony. And ask yourself, in the light of these facts, if Goodyear balloon tires are not the tires for you. What a fine tribute, too, these letters are to the celebrated new Goodyear cord fabric SUPERTWIST!

Good tires deserve good tubes--Goodyear Tubes

# GOODYEAR

Goodyear Means Good Wear

standing I drove from 30 to 60 miles per hour when traffic would permit. Have driven my three 8600 miles, and think that they are good for at least that many more.—J. T. Weathers, Miami, Fla.

## Satisfaction

"On the first of May, 1924, I purchased a set of Goodyear balloons, and I have been using them more than 1000 miles a month, or a total of 7000 miles;

during that time I have had three punctures, which is less than I averaged with the old style tires. I find that they add immeasurable comfort and that they have eliminated all of the ordinary squeaks that are so annoying. In fact, in every way they have surpassed my expectations.—Jerome Hirsch, J.C. Morris Company, New Orleans, La.

"If you recall, you equipped my

Cadillac car, in March of this year, with five Goodyear balloon tires. I have been told that balloon tires would cause the front wheels on my car to shimmy, that it would require more power and more fuel, that it would cut my speed, that they would be more susceptible to punctures, and about twenty-five or thirty other reasons for not using this type of equipment on a Cadillac car. My speed, power, gasoline consumption and so forth have not been changed in any way. I am inclined to believe that my punctures have been minimized as a result of balloon tires. These tires have delivered at this writing, approximately twelve thousand miles of service and during this service I have been interrupted with just one puncture. I can not say too much in favor of Goodyear balloon tires because my experience with them has been

ideal and I would not operate an automobile to-day without this equipment.—Elmer V. Roberts, Lima, Ohio.

"After using Goodyear balloon tires on a Ford Sedan for better than 7000 miles I find them better than is claimed for them as they give such excellent cushioning, making riding a real pleasure, saving at least 25 per cent less wear on car, and skidding is almost a thing of

the past. My tires show but little wear and I feel proud of them.—S. J. Burns, Burns Brothers, Rome, N.Y.

"As I am a Ford dealer, I put a set of Goodyear balloon tires on a Ford Sedan, to try them out. I have used them six months and they are in very good condition, with no tire troubles at all. My customers are all more than pleased in both wearing and riding quali-

ties.—R. R. Dwire, Waterloo, N.Y.

"Goodyear balloon tire equipment has been the most satisfactory tire equipment we have ever sold. We have never had a balloon tire back for adjustment, but on the other hand hundreds of our customers whose cars we have equipped have, unsolicited, brought their friends to us for balloons.—Frank T. Jennings, Jennings Service, Kansas City, Kansas.

"I bought the first Goodyear balloon tires in this vicinity, my Ford Coupe being equipped with them. I have driven them constantly since then under all conditions and to-day they show practically no wear, to say nothing of the comfort they have given me. I think so well of balloons that I have equipped my Buick Roadster with them also. The only difference notice in driving balloons is the comfort they give throughout the way in which they hold the road. No more cars for me without balloons.—Goodyear, Greening, M.D., Greensboro, Georgia.

But, these Goodyear balloons have covered nearly 8000 miles to date and they will have to blow soon—or bust a record for me.—Geo. C. Spraker, Spraker's Garage, Scripps Center, N.Y.

## Satisfaction

"Everything that you claimed for Goodyear balloon tires is more than borne out in actual experience. What I am most surprised at is the fact that the tread as yet shows no signs of wear. I am looking forward to changing over my other car next spring unless we decide to buy a new one, in which case I shall insist on balloon equipment.—A. Haskell McMannis, Erie, Pa.

"I am glad to report that the large number of Goodyear balloon tires we have sold throughout the past season are giving without exception satisfaction to our customers, both in performance and in mileage. I was prepared for a lot of trouble as such a radical departure usually takes years to perfect, but the way these Goodyear balloons stand up is certainly a great revelation to me.—Louis C. Klein, Syracuse, N.Y.

"During the past week I visited some of the automobile owners to whom I have sold Goodyear balloon tires. I found a general mental attitude of complete satisfaction. One man had five thousand miles and no punctures. Another had fifteen thousand and but three punctures. None have found it necessary to have any casing repairing done.—A. D. Coes, Coes Tire Service, Ulrichsville, Ohio.

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