

Wear

March, 1924, we decided to purchase a 1924 Buick Coupe with Goodyear balloon tires. Since the time the tires have covered mileage close to 12,000—not a single tire has worn out. 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 desire. As for speed, we had this at 65 miles per hour and truthfully say that the car on the road far better than any other car we have had with any type tires.—Tronolone, Buffalo, N.Y.

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.

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. Huffman, 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,

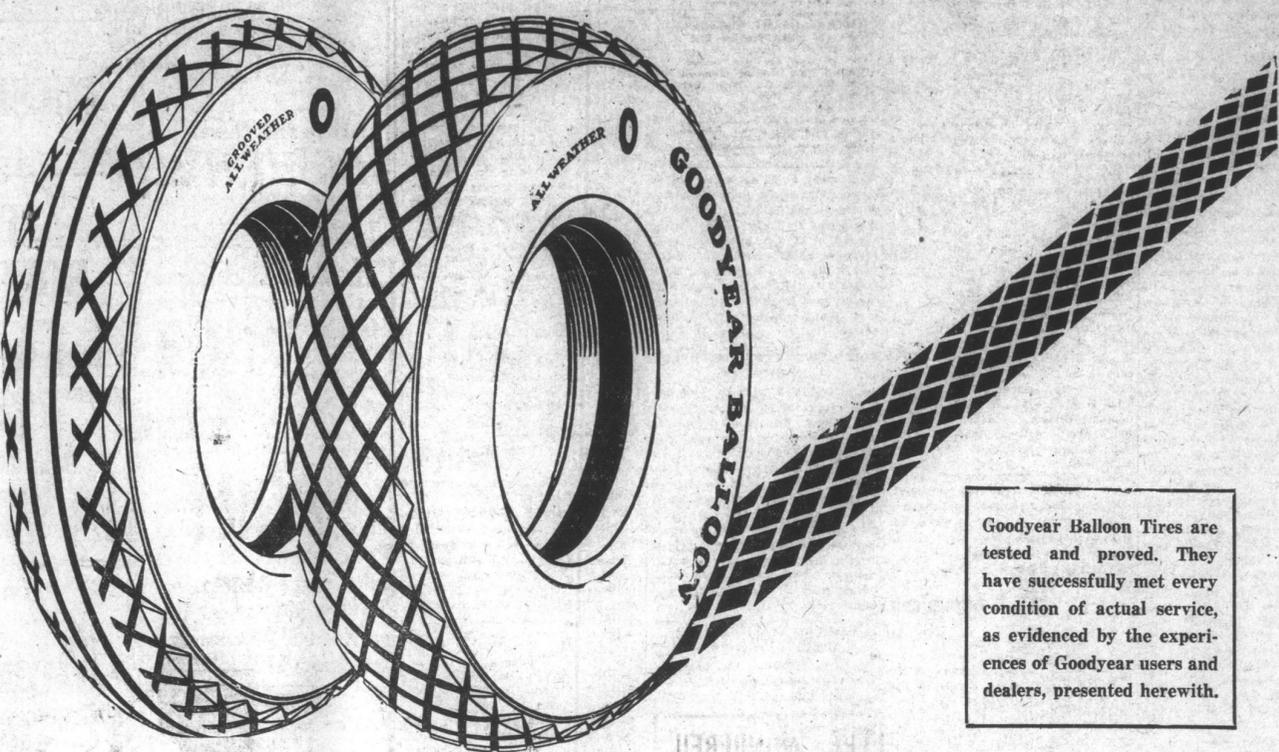
in hard use, so when I tell you I have had but one puncture in this distance you will see how satisfactory these tires performed. No signs of wear yet.—John T. Harding, Chicago, Illinois.

"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 that 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. 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 they like 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.

are having less trouble with Goodyear balloon tires than any 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 thousand miles. Our own cars all carry the original set.—J. P. Schumacher & Carey, Inc., Syracuse, N.Y.

operated a Kissel Brougham recently, and have had same equipped with Goodyear balloon tires. They have added greatly to the riding comforts 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.

speedometer registered 22,000 miles when the tires were put on; at the present time it registers 27,985, making a total of 5,985 miles. During this period of time my speedometer was out of order for five weeks. During these five weeks the car went to Chicago and back, and back and back to the city and back, besides the car running it got so allowed to run 1,000 miles for this time, which is really small, makes a total of 5,875 miles and not a puncture. The extra mileage has been on the rear of the car.—Raymond May, The May Motor Co., Springfield, Ill.

Steering

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.

WHAT ABOUT BALLOONS? ---HERE ARE THE FACTS!

THE 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 SUPER-TWIST!

Good tires deserve good tubes--Goodyear Tubes

Most of the superior service qualities mentioned here can be traced to this extra-elastic, extra-durable material.

What it contributes to Goodyear balloon tires in long wear, freedom from trouble, durability and economy, is unmistakable.

An exclusive Goodyear development, SUPER-TWIST is now used in all Goodyear tires--balloons and standard sizes.

What about balloons? Just this: They're wonderfully satisfactory if they're made with SUPERTWIST--and Goodyears are!



Goodyear Means Good Wear

have been using a set of Goodyear balloon tires since May, 1924. In that time I have travelled 8,000 miles over all kinds of roads and in all kinds of weather, and these tires have worn but very little wear and appear to be good for at least many more miles. I find it difficult in steering, does not skid as much and has better braking capacity. Practically all vibration has been eliminated and the riding is much more comfortable. Long trips of as much as 300 miles more in one day do not tire me as with the regular tires.—M. M. Potter, New Lexington, Ohio.

Comfort

can sum up my experience with Goodyear balloon tires in one word—when I say that I could not be without them. I have so far driven my balloon equipped Ford over 900 miles and there is not a scratch on any of the tires; what I like best about my Goodyear balloons is the comfort I get, and the traction on any roads. I do like them. I am absolutely sold on Goodyear balloons.—F. A. Langer, Hillsdale, Wis.

am very much pleased with the improvement in riding quality of my Dodge car equipped with your Goodyear balloon tires. They increase the comfort of riding a hundred per cent.—L. Lafe Bressette, M.D., Kansas City, Kansas.

Since I put a complete set of Goodyear balloon tires on my car I have driven the car over ten thousand miles in hard service, most of the time over unimproved roads. Too much cannot be said of the comfort afforded in riding on these tires, and the upkeep of my car has been materially reduced since their application.—E. V. Marshall, Hinesville, Georgia.

Recently returned from a trip of 6,655 miles in a Packard Sedan equipped with Goodyear balloon tires, on which I entered all kinds and conditions of roads, without any trouble and with great comfort to myself and Mrs. Weathers, and with wonderful protection to my car from the very hard shocks encountered on such a journey. I had no extra expense at all, notwithstanding I drove from 30 to 60 miles per hour when traffic would permit. Have driven my three 8500 miles, and think that they are good for at least that many more.—J. T. Weathers, Miami, Fla.

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.

Satisfaction
"On the first of May, 1924, I purchased a set of Goodyear balloons, and I have been using them more than 10,000 miles a month, or a total of 7,000 miles;

standing I drove from 30 to 60 miles per hour when traffic would permit. Have driven my three 8500 miles, and think that they are good for at least that many more.—J. T. Weathers, Miami, Fla.

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 7,000 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 quality.—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.

But, these Goodyear balloons have covered nearly 8,000 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 through-out 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.

"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 I notice in driving balloons is the comfort they give you and the way in which they hold the road. No more cars for me without balloons.—Goodyear Salesmen, M.D., Greensboro, Georgia.