



Gobel Saves Time, Fuel, Repairs and Shrinkage With Pneumatics

"With Goodyear Pneumatic Cord Truck Tires as the major equipment on our fleet of refrigerator trucks used for meat products delivery, we have been enabled to serve twice as much territory, to save considerable money otherwise spent for truck repairs, to operate on about 25% less gasoline than ordinarily with another type of tire and to greatly reduce the shrinkage of ice carried. Further, our product is delivered in better condition on pneumatics. So this type of equipment is of all-around advantage and economy for us."

—Adam Horr, Superintendent of 58-Truck Fleet, for Adolf Gobel, Inc., Morgan Avenue, Corner Rock Street, Brooklyn, New York.

Read the letter above—it shows that the adoption of pneumatics has not only accomplished big savings for Adolf Gobel, Inc., of Brooklyn, but also has enabled this manufacturer to reach many new customers and increase sales considerably.

As a result more trucks, completely equipped with Goodyear Pneumatic Cord Truck Tires, are being added constantly to this Gobel delivery squadron.

Certain units have averaged up to 122 miles per day, ranging as far as to Mattituck, L. I. (100 miles) Nyack, and Peekskill, N. Y., and New Haven, Conn.

In this hard, fast duty, the whole success of the big

Goodyear Cords has been based on their tremendous toughness, noting one pair still in service after traveling 16,116 miles since December 16, 1916—or two and one-half years ago.

Here is an experience that plainly demonstrates the wisdom of choosing the type of truck tire best fitted for particular hauling requirements.

It is an important part of the work of Goodyear Truck Tire Service Station Dealers to assist local truck owners to select the Goodyear Truck Tires—either Solid, Cushion or Pneumatic—that most effectively serve each different kind of business and each different set of trucking conditions.

In addition, these Goodyear Stations are well distributed throughout Greater New York, and are modernly equipped to render prompt, thorough and safe attention to truck owners—in emergencies as well as when regular application service is wanted.

If you are a truck owner in Greater New York, you may well consider the strong recommendations of local users of Goodyear Truck Tires and Service such as have been featured in these advertisements for the past several weeks—and avail yourself of the same money-saving advantages to which they point you.

Goodyear Solid, Cushion and Pneumatic Truck Tire Service Stations

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| Burrows & Archer, Franklin 796, 56 N. Moore St., N. Y. City | Ideal Truck Tire Serv. Co., Spring 5565, 39 Kenmare St., N. Y. City |
| W. L. & J. T. Callister, Hollis 6300, Queens, L. I. | Nelson Truck-Tire & Wheel Shop, Inc., Prospect 3020, 431 Lafayette Ave., Brooklyn |
| Couch Haas Co., Prospect 8100, Bedford Ave. and E. Parkway, Brooklyn | H. Ray Paige Co., Gramercy 3999, 1360 Ave. A, N. Y. City |
| Day & Night Service Truck Co., Chelsea 3980, 352 W. 16th St., N. Y. City | W. C. Plumer, Fordham 3103, 2365 Webster Ave., N. Y. City |
| Erikson Wagon Works, Greenpt. 2442, 12 Frost St., Brooklyn, N. Y. | Sanderson & Ronback, Astoria 2286, Long Island City, N. Y. |
| N. Y. Wheel Co., Columbus 200, 356 W. 50th St., N. Y. City | Washington Hgts. Auto Tire Wks., Audubon 6017, 1219 St. Nicholas Ave. |

Solid Truck Tire Service Stations

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| Bronx Tire Works, Melrose 5075, 400 Morris Ave., N. Y. City | Queens County Tire Rep. Co., Flushing 602, Flushing, L. I. |
| Harrolds Motor Car Co., Astoria 2700, Long Island City, N. Y. | The Roberts Tire Co., Madison Sq. 8766, 342 E. 25th St., N. Y. City |
| J. D. Killian Auto Co., Tompkins 656, Tompkinsville, S. I. | Alex. J. White, Yonkers 4212, Yonkers, N. Y. |
| Kruger Bros., South 5309, 436 Third Ave., Brooklyn, N. Y. | |

Pneumatic Truck Tire Service Stations

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| Auto Supply Co., Circle 4960, 1789 Broadway, N. Y. City | Fred Vogler, Barclay 6217, 158 Chambers St., N. Y. City |
| Morris Brand, Tremont 2218, 1685 Webster Ave., N. Y. City | Weaver Ebling Auto Co., Schuyler 9641, 2220 Broadway, N. Y. City |
| Geo. Leveene Co., Columbus 7613, 125 W. 68th St., N. Y. City | |
| Harry Veghte, Circle 2077, 155 W. 51st St., N. Y. City | |

