

DOUBLE EAGLE

—the tire deserves the name



THE TIREFMASTER

P. W. Litchfield, President of The Goodyear Tire & Rubber Company, Inc.; President, Chairman, or Advisory Board Member of twenty-four affiliated or subsidiary corporations. Under Mr. Litchfield's direct charge, Goodyear has made more than 115,000,000 tires, and now crowns that unequalled record with the Goodyear Double Eagle Tire.



THE MASTER TIRE



IDENTIFICATION:
On the sidewall of this tire you will find in silver silhouette the Double Eagle world mark of superior quality and value, symbol of that Goodyear union of seasoned experience and youthful progress which has produced the tire of tires.

nitely more: a *super-tire* in the best and truest sense.

It is built in limited production for those fortunate people to whom first-cost is secondary to result.

By design and by intention, the Goodyear Double Eagle costs more to buy than other tires.

It is conceived to occupy a separate and individual place apart.

It admits to competition not any tire—not even the famous Goodyear All-Weather Tread Balloon, which in the popular sense remains the world's standard.

It is an indulgence to build and to buy; if building and buying the finest thing of its kind may be called indulgence.

You will see the new Goodyear Double Eagle Tire on display at your Goodyear Dealer's.

He may not urge you to buy it, because it frankly is a better tire than the usual motorist needs.

But if you would like to forget you have tires, if you drive hard and fast, if safety and security are a consideration, if you want tire perfection—here it is.

We venture you'll find that under anything like normal conditions the Goodyear Double Eagle will last as long as you keep your car.

men, whose eager and exploratory minds might be searching out new directions of advance.

The benefits of this idea, the special advantages of seasoned training and young invention, find fruitful union in the new Goodyear Double Eagle.

A perfectly balanced tire of the moderate pressure type, the Double Eagle is finer, stronger, handsomer than anything that has gone before.

It is not a heavy duty tire—it is something infi-

Important Features of the "Goodyear Double Eagle" —the Tire of Tires

- 1 The finest, strongest, hand-somest tire that money can buy.
- 2 The deep-cut, tractive All-Weather Tread is practically double-thick.
- 3 The toughest and longest-wearing rubber compound in this tread Goodyear has yet developed.
- 4 The body of the tire built extra-heavy of SUPERTWIST
- 5 More plies of cord fabric; more rubber between the plies.
- 6 Heavy friction coating of rubber to protect cords from moisture.
- 7 Special low temperature cure.
- 8 The finest materials, the finest construction, regardless of cost.

THE traditionally popular name for the United States twenty-dollar gold-piece is the Double Eagle.

Among the mintage of all the nations, this coin gleams forth as the standard of value of the world.

Something of this valuable implication was desired in the name to be chosen for the new Goodyear *super-tire*.

Something was wanted to suggest also the tire's imperial quality, its soaring and unwearied flight, its unexampled measure of usefulness and worth.

So, in naming this great tire which commemorates the thirtieth anniversary of Goodyear's founding, DOUBLE EAGLE was the designation chosen.

The tire deserves the name; the name deserves the tire.

THE making of this tire of tires has been a personal accomplishment with Goodyear men, rather than a matter of factory routine.

That veteran of the rubber industry, P. W. Litchfield, under whose charge have been produced millions more of tires than have been built by any other man, poured into it the lessons of a quarter-century.

But it has been a part of his industrial philosophy that the wisdom of experience is better for the leaven of youth.

So he has reared around him a staff of younger

The Double Eagle being a special tire, made and sold only under its own name, Goodyear has built especially for it an equally superior inner tube—and calls this distinguished buff-color tube also the Double Eagle

GOODYEAR

THE GREATEST NAME IN RUBBER