

"We can't lose tractor time because

# FIRESTONE LOANS US NEW TIRES FREE

when ours are in for retreads or repairs!"



says George Hafner, Hafner Bros., North Syracuse, New York. "My brother Jake and I bank on that free tractor tire loaning service Firestone's got. Dick Chappell, our Firestone representative in Syracuse, lends us brand-new tractor tires whenever ours are in for retreads or repairs—and we don't have to pay a cent to use them! That's why we have no such thing as lost tractor tire time—and that's why I'm sold on Firestone!"

Here's a farm tire service that virtually insures you against tractor tire downtime! Your Firestone Dealer or Store will keep your tractors working on new Firestone tires while Firestone retreads or repairs your old tires. And it won't cost you a penny to use them. Farmers all over the country have found Firestone's Free New Tractor Tire Loaner Service is a sure way to save time and money. If you run into tire trouble, your Firestone Dealer or

Store will mount big, new Firestone tractor tires right in the field. You won't waste costly field time!

Ask your Firestone Dealer or Store about his Free New Tractor Tire Loaner Service. See the complete line of Firestone farm tires—all made with Firestone Shock-Fortified cord and exclusive Firestone Rubber-X, the longest-wearing rubber ever used in Firestone tires. You'll keep going on Firestone tires!

ALWAYS A YEAR TO PAY

# Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1960, The Firestone Tire & Rubber Company

it's EGGtober



This cheerful little egg caricature dressed in Scotch plaid will be winking at the nation's consumers this fall as a nationwide symbol of the 1960 EGGtober campaign. The Happy Egg for '60, better known as "Little Thrifty," will grace counter cards, price posters and window streamers in more than 5000 food supermarkets as they feature special egg sales to remind customers that "Eggs are a wise and thrifty buy." As the symbol for EGGtober, "Little Thrifty" will lend greater national emphasis to eggs as a vital part of nutrition and health in America. During the fall months the Happy Egg symbol will be a popular figure in magazines, newspapers and over television.

We're at the time again when all friends of the poultry industry unite on two big jobs—more efficient production of higher quality eggs, and greater consumption of this versatile, high-protein food in every household. The egg producer and all his suppliers, egg buyers and grocers, magazines, newspapers, TV and radio are all cooperating to establish EGGtober as a standout event on the fall calendar.

The Poultry and Egg National Board and several manufacturers serving the industry are contributing mightily to the project, and home-town newspapers in the rural Midwest are again leading the way in publicizing it. So here's to EGGtober, a wonderful time for consumers to Eat More Eggs, the Thrifty Buy, and our farmers to Produce Quality Eggs at Low Cost through Thrifty Management!

A farmerette from the heart of "Badgerland" has been named Miss EGGtober for 1960—Miss Jean Yandry, a Jefferson County 4-H club girl with a talent for poultry farming and homemaking. She lives with her parents near Ft. Atkinson, Wisconsin and helps them operate a poultry-dairy program when she is not busy attending La Crosse State Teachers' College. As Miss EGGtober, the blue-eyed brunette will spend the next few months urging the nation's consumers to eat more "Eggs—A Wise and Thrifty Buy." Here she demonstrates her egg recipes in her home kitchen, for a news story released to newspapers across the nation.

