

WINNERS OF SEVEN GLIDDEN TOURS

By their clean-cut, sweeping victory in the Glidden Tour, Goodrich Tires gave the most impressive and conclusive proof of tire endurance ever shown.

For the seventh consecutive time the Glidden Tour has demonstrated that Goodrich Tires give better service under greater punishment than any other tires. This year's 2850-mile grind is unique in history---for its mileage and the unprecedented road conditions encountered, yet

GOODRICH TIRES

equipped both the winner of the Glidden Trophy, the winner of the Chicago Trophy; the majority of the cars entering, the majority of the cars finishing---and needed less replacements than any other tires!

Here is the interesting story told by the authentic figures:

Equip Majority of Cars

Always selected by the majority of Glipden Tourists, Goodrich Tires carried 13 of the contesting and 4 of the non-contesting entrants, a total of 17 cars as compared with 14 cars of the nearest competitor---the rest divided among three other makes. Significant at the start, in view of the stringent rules and strenuous route of this year's contest.

Less Trouble, Fewer Replacements

Goodrich Tires caused less delay, needed fewer replacements and were more free from serious trouble, such as rim-cutting and blow-outs, than any others. 58 casings and 111 tubes were used on 17 cars, as compared with 81 casings and 120 tubes on 14 cars by the nearest competitor.

Although carrying more cars than any other tires, replacement of Goodrich casings averaged only 3 7-17 per car for entire 2850-mile trip, as compared with 5 11-14 replacement per car of the nearest competitor.

Think of it:

Twenty-three more casings and nine more tubes were required by the nearest competitor of Goodrich Tires, on three less cars at the finish. That speaks volumes for the Goodrich Tough White Tread and Integral Construction.

On That Awful Second Day

Between Louisville and Nashville the 14 cars of our nearest competitor required 6 more casings and 12 more tubes to negotiate the rock-strewn, stump-filled roads and creek bottoms than the 17 cars equipped with Goodrich Tires. Both the Pacemaker and Entrant No. 2, equipped with other tires, purchased Goodrich Tires en route, as a safe means of reaching the night control.

Carried More Cars Every Day

Goodrich Tires carried more cars on each and every day's run than any other tires, to the very end. For instance, on the tenth day Goodrich Tires were carrying ten cars compared with only three cars carried by their nearest competitor. In the wind-up it was found that Goodrich Tires traveled 34,459 miles, compared with 20,667 miles by the nearest competitor---nearly 70 per cent more mileage for Goodrich with nearly 70 per cent less tire trouble.

Goodrich at the Finish

Goodrich Tires not only equipped the Premier No. 1, winner of the Glidden Trophy, and Moline No. 100, winner of the Chicago Trophy, but also equipped the Chalmers No. 5, which stood next to the highest in the Glidden score, and equipped 11 of the 19 cars that checked in at each night control, as compared with 4 cars equipped by the nearest competitor.

Figure it in any way: Per Tire, per Case, per Tube, per Car, or per Mile, the tire victory of the 1910 Glidden Tour is

GOODRICH!

GILBERT-VAUGHAN IMPLEMENT COMPANY

THAT'S ALL---THAT'S ENOUGH