

THE GOODRICH SQUARE

Standard Measure of True Tire Value

ADJUSTMENT

Fabrics-6,000 Miles Cords-8,000 Miles

Square List Prices



THE one sure way to tell what a tire is worth as it stands in the store of a dealer, is to divide its price in dollars and cents by the miles of the adjustment that backs it up.

Then square it up against the GOODRICH SQUARE, Standard Measure of True Tire Value.

Square its price, discounts or no discounts, against Goodrich List Prices on the short branch of THE SQUARE.

Square its mileage adjustment against the Goodrich More-Mileage Adjustment on the long branch of THE SQUARE—6,000 miles for Fabrics; 8,000 for Silvertown Cords.

If you pay more than the Goodrich List Prices—always the same to you, and everyone else everywhere—the tire *overcharges* you. If you take less miles than the GOODRICH MORE-MILEAGE Adjustment, you short-mileage yourself.

When you have thus measured tires by GOODRICH SQUARE, you understand all this talk you hear everywhere about the miles-for-money economy of Goodrich Tires.

You understand the message that's in the air, spread by word of mouth wherever automobiles go, "Goodrich has THE TIRES."

You understand why thousands of tire users who never before realized the supreme quality and service of Goodrich Tires, are putting them on their cars.

Buy Goodrich Tires from a Dealer
Adjustment: Fabrics-6,000 M. Cords-8,000 M.

GOODRICH TIRES

"BEST IN THE LONG RUN"

