



FOUNDED IN 1869



The Goodrich Adjustment Basis
 Fabric Tires, 6000 Miles
 Silvertown Cords, 8000 Miles



THE DEALER WHO SELLS TIRES THAT ARE
Best in the Long Run

Why 50,000 Dealers Sell Goodrich Tires

"The other day I signed up your, or should I say 'our' 1920 agreement, and it occurred to me that you would be interested in my reason for arranging to handle Goodrich on a much larger scale than last year.

It is this: When I opened my store out here, after considering several makes of tires, I decided to take on Goodrich, and the salesman assured me that you would co-operate to help me build up a business that I could be proud of.

Not only have you made good the promise of your salesman, but the fairness and cleanness of your transactions with me have far exceeded any, I thought would be possible from any tire Company.

I was recently asked why I handled Goodrich tires practically to the exclusion of all others, and my answer was;

"Because I have not had a Goodrich tire come back, and because I believe they are the best proposition on the market today."

Very sincerely yours,

3083 Main Street, Buffalo, N. Y.

John E. Dennis."

IT IS THIS FAITH in Goodrich Tires, Goodrich methods, and Goodrich help, that has caused more than 50,000 dealers to feature Goodrich Tires.

John E. Dennis says, "I have not had a Goodrich Tire come back."

If a tire had come back, he knew from Goodrich's clear statement of certified service that his customer had full protection in the Definite Adjustment Basis—6000 miles for Fabric Tires and 8000 miles for Silvertown Cords.

The nation-wide demand for Goodrich Tires is proof positive of the soundness and fairness of the Goodrich merchandising policy.

But more important, the economic right of this policy, and the outspoken, open-handed declaration of it, have put the purchase of a tire on a firmer foundation for dealer and user.

Goodrich Tires