PAGE SIX

EIGHT PAGES

How, and Why;

IMPERIAL POTENTATE OF THE SHRIVE ESCORTED IN GOR-GEOUS PARADE.

100 Hands and Well Drilled Patrols Are Features of Opening Day-Governor Lister Makes Address of Welcome in pehalf of the Stateamber Notables on Program.

SEATTLE Wash. July 12.-In a with more than 100 highly trained tands and well drilled patrols partle spating, all saried in uniforms of brilliant oriental design, the imperial potentiale of the Shrine order today was escorted through the streets of Seattle to the Moore theater to open the (orly-first annual session of the organization.

The council was officially opene The council was officially opened by Potentate Swalwell of Nile Tem-ple Seattle. Addresses bidding the nobles warm welcome to the state and dity were made by Governor Lie-More than 90% of ter, Mayor Hiram Gill, Chairman J. E. Chilberg and Judge Thomas Burke and were responded to in fitting man-nor by the imperial potentate, Dr.

imperial council delegates and their wives at the Hippodrome; the memhers of the bands and patrols and their wives at the Armory and the rank and file of the order on the new

ATHENA WINS

(Continued from page 1.).

a two-sacker and Smith pounded out a fluke homer down the first base But,-he is a greater loss to TIE Time. An error by Grindell would Dealers, as a class, than to any others. have resulted in a fourth score this frame had not Westgate been too waxiogs to steal. He was thrown out just before Harian connected for a three-ply blow.

With the game tied up 3-3, Shick and Datling took the mound. A A using it. acratch single and a clean one, a couple of stolen hags, a wild pitch, passed ball and an error all figured in giving Piloi Rock a two run lead on the fourth and, with Darling pitching good ball, the championship Beem-

Athena stickers fell upon his offer-Wngs with a vengeance and, when they couldn't get hits, an error, a wild pitch or a passed ball was thrown in to help them around the circuit. Four runs in the sixth, two in the seventh and three in the eighth kept the bell ringing and the East End fans shout-Jng.

Game by Innings.

-the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

HERE are 1,923,951 Automobiles now Statelicensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars-i.e.,

More than 90% of them, or about 1,623,555, use Pneu-

matic Tires.

and were responded to in fitting man-ner by the imperial potentate. Dr Frederick R. Smith The day will close with three mam-moth balls, all taking place at the same time on different floors. The imperial council delerates and their

Because,-Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires rank and file of the order on the new and Gasoline," received that much less return from his entire

Ball street dock. Here the upper and Ball street dock. Here the upper and sover floors will be used, with room for 2000 dancers at the same time. The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline," he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"-or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to —1st—Automobile Manufacturers, as a class. —2d —Automobile Dealers, as a class.

-3d -Garage Owners, as a class,

-4th-Lubrication & Gasoline Manufacturers, as a class.

But,-he is a greater loss to TIRE Manufacturers, and

Because,--Gasoline and Lubricants, for instance, can be sold to

the Owners of Motor Boats, Stationary, and other Motors. But,-Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through

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VERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with

the state of the setting with the Blue Moun-tais hors up until the sixth liming. In the sixth Darling lost his temper, this balance and incidentage some of his stuff. From that time the result of the same was never in doubt. The tithere stickers full upon this offer.

yearly. The Market for Tires is therefore *limited* inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion Pilot Rock-Westgate and Pickett struck out. Harlan out, Brooks to V. Williams No runs, no hits. Athena-Blomgren out, Royer to average Mileage USE, per year, of each Car by each Owner. Clock E Williams tripled to left. Brooks hit by pitched ball and stole So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

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HIS is also the reason why some Tire Manu-

facturers, who could or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might errone-ously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have

ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers. -We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,-this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

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ECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make Tire siz saves on each set of 4 Tires, an average of about \$46.27.

-Every Car-Owner who uses 30 x 31/2 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion. The 1.623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or paid for ANY make and size, whether they S25 000 000 per year.

competing brands, -equal to more than \$25,000,000 per year. And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufactur-ing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they actemd the Society to the same second it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,-the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce, -- (to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see!

Then, if you are not already a Goodrich User, do your-self (and us), the justice to buy at least one GOODRICH 'Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using. The result of such Test will cause you to wonder why

 The same reliable Construction. 0 -The same dependable Service. -Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

Made as always.

second. Lieualien scored two runs quality and a fair profit to Dealer and Mfr. with double over third base line. Karmien doubled to right, scoring Lieunlien, V. Williams out, Harlan to Clock. Grindell lined out to Royer Three runs, three hits, -

and him

Pickett fanned Harian tripled to hits. right. Gilbert out, Grindell to Clock. Three runs, three hits,

atten caught off the bag. Darling to No runs, one hit. "Tock. No runs, one hit.

Fourth Inning.

in box and Tuerck relieved Karmien a right field. Darling flew out to Lieualien. Clock scrutched single to short and took second on passed ball. Rover similed to short right, advanc-Ing Clock to third. Royer stole secsund. Clotk scared on wild pitch. Hayes safe on Blomgren's error, Royer scoring. Hayes stole second. Smith fanned. Westgale out, Grindelt to Williams. Two runs, two hits.

Athena-V. Williams out, Darling to Clock. Grindell fanned and thrown out at first. King out, Dar-Jing to Clock, No runs, no hits.

Fifth Inning.

PDot Rock-Pickett lined out to Lieuallon Harian struck out. Ottbert hit by pitched ball and stole second, Darling out to Brooks. No trans, no hits.

Athena-Tuerck out, Royer Ctock. Blomgree singled to left. Wittiams forced Illoungren, Darling to Fickett, but reached first safely on fallors to complete double play. Williams took second on passed ball. Prooks fanned No runs, one hit.

-Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.

