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alldren arrived Friday Kind hand taken the stanton Griftits bungalow
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## The Verdict

## -convincingly and overwhelmingly for Goodrich.

This company alone through the daily press of January 31 st gave to the consuming public the most sweeping reduction ever made in tire prices. This established the only genuine Fair-List in existence on non-skid tires today. Goodrich prices were dated February 1 st in ordinary course. Other tires were reduced in prices a few days later and the reduction dated back to February 1 st.

Every real price-reduction on tires has followed the lead of Goodrich.

As always, Goodrich policy and Goodrich methods first gave the tire user the benefit of reduced prices.

We lowered tire cost for every

We were more than content to await the verdict

And that verdict is overwhelmingly and convincingly in favor of Goodrich Tires and
of Goodrich Fair-List prices.

We knew that the tire user was buying mileage-service-he was buying what the tires would do for him, rather than so much bulk

We know what our long yeare tire-making had taught and

We knew we were making tires which had exactly and the right quantity of fabric to deliver exactly the right kind of service.

We know that too much rubber and too much fabric would be as detrimental to the service of the tires as
too little. too little

The tire user knows that Goodrich led in putting tire prices on

Only 5\% PLUS for the Best Non-Skid




|  | comed | OTHER MAKE |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\frac{}{30 \times 3}$ |  | 10.5 | 10. |  |  |
| 30x31/2 | 12.20 | 13.35 |  |  |  |
| 32x3/2 | 14.00 | 15.40 | 26.30 | 22 |  |
| $34 \times 4$ | 20.36 | 22.30 | 23.80 |  |  |
|  | 28.70 | 32.15 |  |  |  |
|  | 33.90 | 39.80 |  |  |  |

You pay money fo
miles from your tires.
You want Goodrich Tires are buile to deliver mileage
at the least cost per mile, and to deliver it with the greatest ease, the greatent the greatest ease, the greatent comfort

Every ounce of enersys every bit of intelligence, every flash of genius, every atom Goodrich organization hae been concentrated on this proposition of making tiree greatest mileage at the loast
cost.
The Goodrich tire user knows that right now, today, with all the stampede meet Goodrich prices, Good rich quality is not mot and that his dollar buys more tire service in Goodrich tires.

As good as Coodrich" "As good as
Let us say to you, in all good faith and with every ed judgment of the tire user, in it ond of cire mado has ance, the know-how and the ence, the know-how and the selection and the combina: quantity of rubber and for ric which constituto Good rich Tires.
"Goodrich First" is the verdict of the motoring public, which knows that Goodrich first gave it the great benefit of FairList prices and which demands increasing thousands of

## GOODRICH PARALISTE TIRES

THE B, F. GOODRICH COMPANY, Aleron, Ohio

