



Best in the Long Run

Good Business Counsels Goodrich Tires

A TIRE not backed by a specific adjustment basis is like a business man without a credit rating. It offers no security—no protection.

A tire manufacturer tells the amount of his faith in his tire by his adjustment basis.

The Goodrich Adjustment Basis—8000 miles for Silvertown Cords and 6000 miles for Fabrics—gives a clear, definite rating for Goodrich Tires—the least you may expect from them with proper usage.

With these figures, Goodrich established a higher standard of tire service. Goodrich can maintain them because the high quality and high average mileage of Goodrich Tires maintain them.

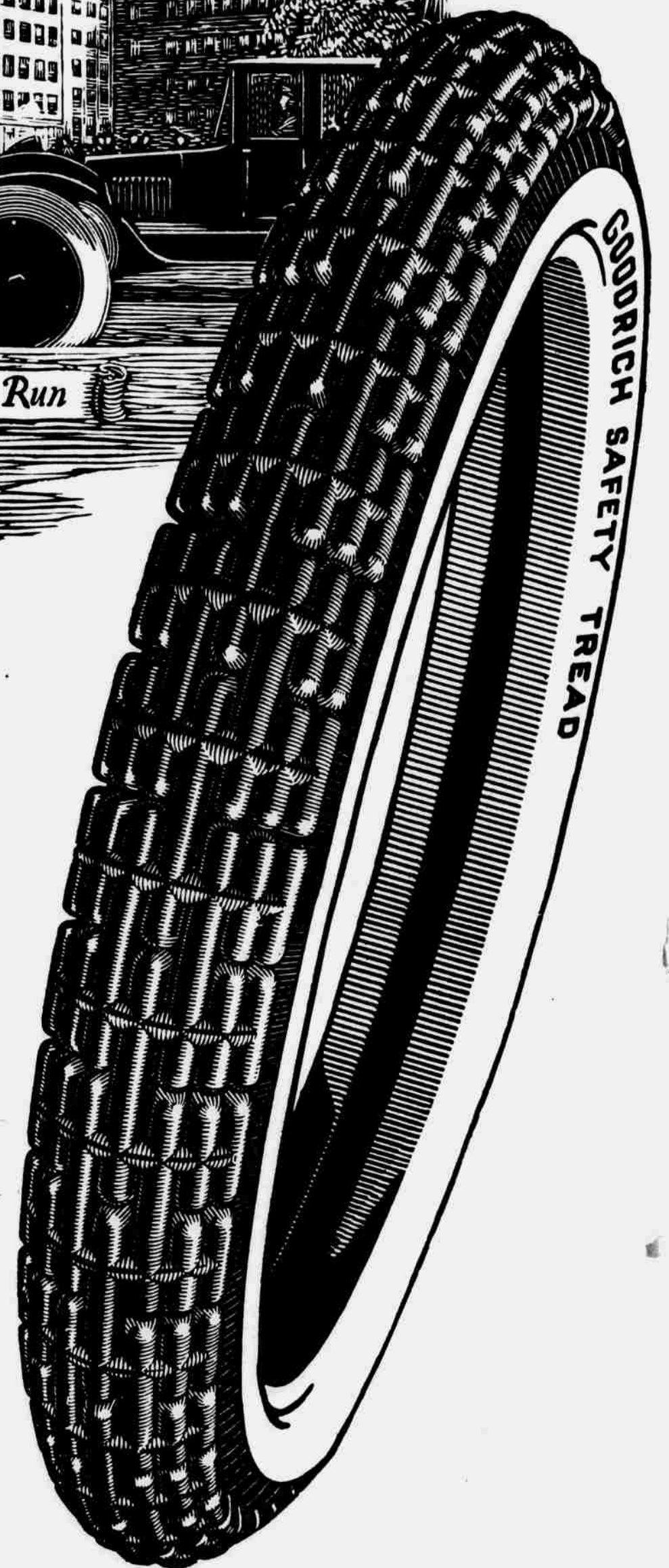
Goodrich Tires

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FOUNDED 1870



Adjustment Basis:
Silvertown Cords, 8000 Miles
Fabric Tires, 6000 Miles



Though Goodrich Tires today are delivering far greater mileage than pre-war tires, they cost 15% to 20% less than in 1910