

# WANTED,—a “Showdown!”

## Who makes the MOST Motor-Car Tires?

Let us have TRUTH—  
—without  
“Advertising License”

HEREIN we speak as a Tire Advertiser,—interested in conserving Public Confidence in the Tire Industry. We believe in Advertising, as an economical factor in the Marketing of Tires to Consumers. We believe, too, that the value of each line of Advertising Space, paid for, depends not only upon the Message which fills that Space, but, ultimately, upon the degree of TRUTHFULNESS and Good-Faith within that Message. We believe that a whole Industry may be raised up, or lowered down, in Public Confidence by the general average of Truthfulness and Sincerity in the Advertising used by that Industry. We believe that a chronic atmosphere of Half-truth,—too dexterous manipulation of facts for Expediency,—and a continuous stretching of the Truth in an effort to “Beat the Devil around the Bush,”—might cost all Advertisers, in a given Industry, half the possibilities of their Appropriation. We believe that many Advertisers realize this fact, as we do, but hesitate to express it, lest such expression be deemed “Unethical.”

THE “Ethics of Advertising,” so vaguely defined that each interprets them for himself, seem generally cursed with the same Insincerity and Expediency as that “Advertising License” which is the excuse for Insincerity and Truth-stretching in Advertising itself. Under these Ethics it is, for instance, considered bad form to, in any way, directly or indirectly, refer to Competitors, no matter how much they may dexterously transgress the truth, regarding a Market which is the common property of all who sell the same product. But, per contra, these Ethics evidently admit of any Advertiser claiming for his Product, as exclusive features, such features as are common to all, or to others, who make the same grade of Product. —The Theory of this kind of Advertising being that he who boldly claims that feature, through the widest publicity, is inferred by the Public to be the only Manufacturer who HAS that feature in his Product. —In other words, to DECEIVE THE PUBLIC into thinking that his is the only Product, on the Market, possessing that feature.

APPARENTLY this is considered “Ethical” in Advertising, although it is deliberately intended to DECEIVE the Reader and, by false pretences, take away from other Manufacturers of similar product (possessing the same feature) part of the Market which, on the merits of their goods, rightfully belongs to them.

Apparently too, it is considered “unethical” for the “other” Manufacturers to even PROTEST against this in their own Advertising, or to show up in print, over their own names, the deception practiced against their own Market, by the untruthful claims of “Ethical” Competitors.

The only course left open to the injured Manufacturer (if he wishes to be considered “Ethical”) is to either sit still and let his Truth-stretching Competitor thus steal his market or—

—Through the same kind of “Ethical” Advertising, claim all the things his Competitor claimed, and somewhat “outstretch” him in the claiming of them.

Is this good for the ultimate interest of Advertising, or Tire Selling?

Is it good for the Publisher (who is the Manufacturer of Advertising Space), or for the Advertising Agency (who is the Dealer in it)?

Is it good for the Advertiser who, in the end, must “pay the Piper” for all the Stretching of Advertising (through discounted credence)?

NOTICE

We were the first Concern in America to make White Rubber Tires. When we now discard them we here serve notice that it is through no shortage of the “White” ingredients, caused by War, or other conditions alleged to have made a scarcity. We have tons of these “White” ingredients on hand, at market prices, and know that plenty is available. Moreover,—to any Tire Maker who finds any difficulty in securing all he wants of these “White” ingredients, we hereby offer, without charge, the good offices of our purchasing department. We abandoned the White Rubber Tire (which we ourselves introduced before 1905) in favor of the Black-Tread “Barefoot” Rubber which we alone introduced TWO YEARS AGO, on our famous Silver-town Cord Tires. (See third column herewith.)

### The Challenge

TO any Rubber, or Tire, Mfg. Concern, which claims production and sale of as many Auto and Truck Tires combined (by any or all of its United States factories) as were produced, and sold, by the Akron, O., factory of the B. F. Goodrich Co., during the latest fiscal year of each, we extend this Challenge.

We will throw open our Books, and Records of Tire Manufacture and Sale, to a fair and impartial Audit, supervised by a Committee of three to be mutually agreed upon, provided the competing Tire Concern, or Concerns, will do the same.

We will abide by the result of that Audit, and agree that all Rubber or Tire Concerns who are parties thereto, be free to publish the certified findings of that Audit, as to the comparative volume of each Company’s combined Auto and Truck Tire Production and Sale.

WE confine the Audit to the Production and Sale of Auto and Truck Tires combined to those made in the American (U. S. A.) Factories of each Concern,—thus excluding our own Foreign Factory and the Foreign Factories of all Competitors.

We do this because, Volume of these Foreign factories cannot materially help in lowering Cost of Production and Selling of Tires, as made by the American Factories of each,—and because some American Rubber Concerns have no Foreign Factories.

We claim, and know, that the Akron, O., Factory of the B. F. Goodrich Co. makes and sells more Auto and Truck Tires combined, than any other Rubber Factory in America, (U. S. A.), or any Rubber Company which operates five or more Tire and Rubber Factories in the United States.

We extend this open Challenge to ALL Doubters,—and ALL Tire Advertisers, who should now either justify their Claims for largest Volume by accepting this fair Challenge, or cease making such misleading Claims.

January 1st, 1916.

THE B. F. GOODRICH CO.

## Who made the first White Tread Tire? Who made the first Black Tread Tire?

WE are prompted to write the foregoing, at the beginning of 1916, because we think it a wholesome subject for the Tire Industry to consider (and maybe for Publishers). Not in a “Holier than Thou” attitude, nor yet in a plea for Good Principle alone,—though that alone should justify it.

We write it believing that many other worthy Advertisers think it, and would gladly co-operate with it,—if someone set the pace, as a sound Business Policy—for multiplying Results from Advertising for all Tire Advertisers.

We write it, too, because we, more than other Tire Mfg. Concerns, have suffered damage from competitive Advertising which claimed, or implied claim to, exclusive Features in Product, Equipment, or Method, which Features had long been common with US, as the Daddy of all Tire-building Concerns.

When a Rubber Concern makes, for instance, 2,000,000 Tires in a year and then Advertises to have a far, far greater output than any other Tire Maker in America, it is mighty trying for another Rubber Concern which makes more than 2,950,000 Tires in the same period of time, to be “Ethical,”—to sit still, and let the inferences, that go with the Competitor’s false claims, carry.

It is true that the Public cares little Who makes, or sells, the MOST Tires,—WHO made the first Pneumatic Tire,—first White Rubber Tire, the first Black Tread Tire, or the first genuine Cord Tire.

The Public cares chiefly for who DELIVERS THE BEST VALUE in Tires to Consumers. We realize this, and so concentrate upon it.

But since best value to Consumers is dependent not only upon the Intention, and Good-Faith, of each Manufacturer, but also upon his Experience, Equipment, and VOLUME of production, misleading Claims, by Competitors, are a damage to that Manufacturer who actually DOES make and sell the MOST Tires, of a given quality, at the lowest price, or DID initiate the true pace-making Tire Features.

We know that no Rubber Concern makes, in these United States of America, so many Motor Car Tires as does the B. F. Goodrich Co.

While we consider that fact secondary, for Advertising purposes, it is important to the Consumer in what results from it,—viz, the greater Tire-Value we are able to give Consumers because (in part) of that largest Volume.

WHEN, therefore, on this page, we seem to transgress the so-called “Ethics” of Advertising by publishing a “Challenge” to all Competitors, upon VOLUME, it is not because we like to do this sort of thing.

It is because we know of no other way to effectively serve notice that we will no longer stand for unfounded Advertised Claims by Competitors, when these claims reflect unfairly (even if “ethically”) upon the Market rights of our Product.

We were the first Concern in America to make White Rubber Tires. When we now discard them we here serve notice that it is through no shortage of the “White” ingredients, caused by War, or other conditions alleged to have made a scarcity.

We have tons of these “White” ingredients on hand, at market prices, and know that plenty is available.

Moreover,—to any Tire Maker who finds any difficulty in securing all he wants of these “White” ingredients, we hereby offer, without charge, the good offices of our purchasing department.

We abandoned the White Rubber Tire (which we ourselves introduced before 1905) in favor of the Black-Tread “Barefoot” Rubber, which we alone introduced TWO YEARS AGO, on our famous Silver-town Cord Tires.

We abandoned White Rubber in the Treads of our FABRIC Tires for 1916, and replaced it with our Black “Barefoot” Rubber, only after two years of such rigid TESTS for ENDURANCE and Power-Saving, on our “Silver-town Cord Tires,” as clearly proved the great superiority, of our black “Barefoot” Rubber, for Road Work and Mileage.

One reason why we are ABLE to sell MORE Motor Car Tires than any other Rubber Concern in America, is because we consider it good business policy to give to Consumers the MAXIMUM of Tire Value, that the largest Rubber Factory in America, with the longest Tire experience, CAN give, while carrying only a fair profit to our Dealers and our Stockholders.

The Consumer demand which results from this Policy is the only Excuse which the B. F. Goodrich Co. offers for actually making far more more Motor-Car Tires” in America alone, than any other Rubber Company makes in these United States of America.

—Which fact the Challenge herewith is intended to PROVE.

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

# GOODRICH

NOTICE  
Who made the First (and only genuine)  
CORD Tire for Motor Cars, ever made in  
America?

# TIRES