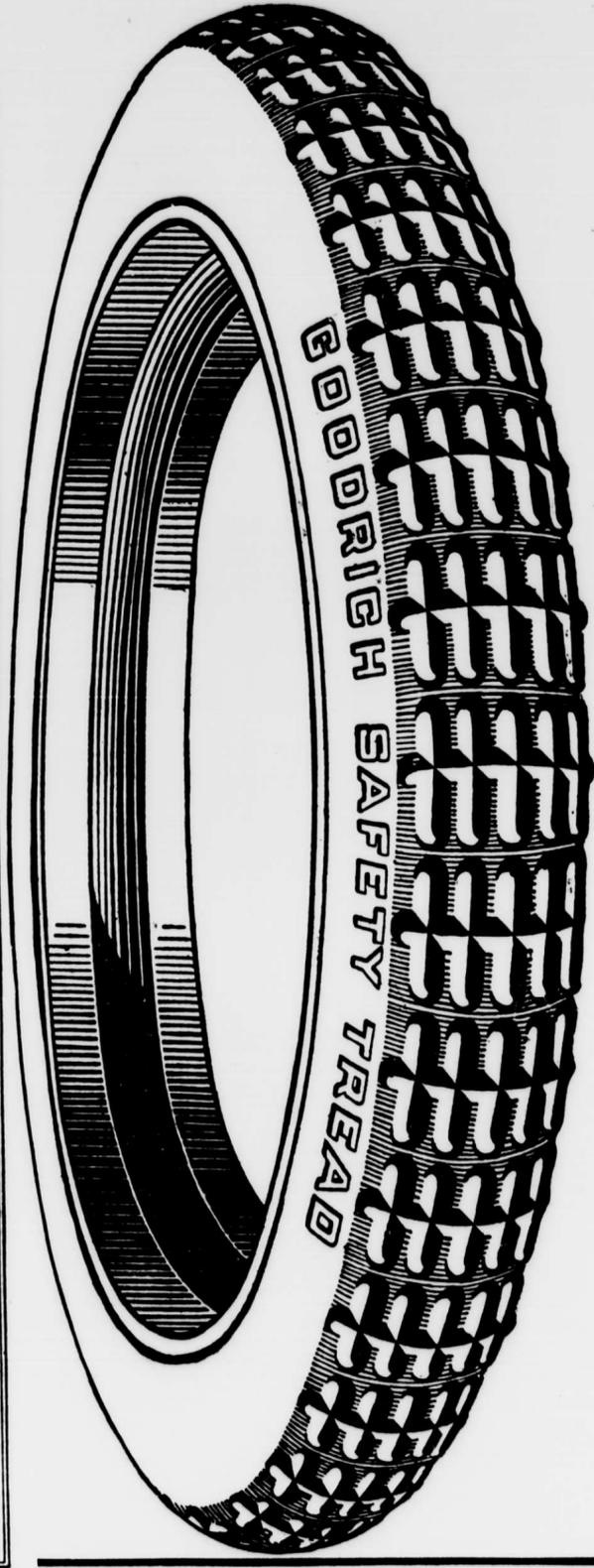
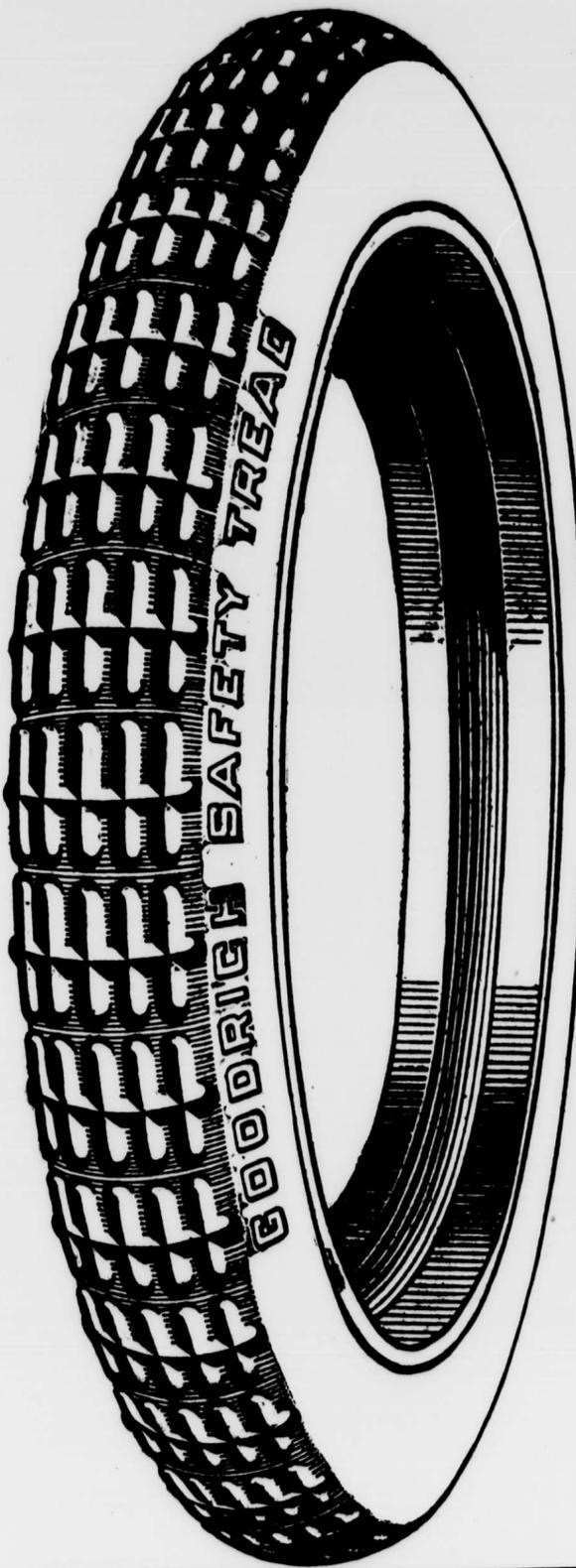


Why Spend your Money, ——— “with a Spade”?



The greatest need of this Nation
— is THRIFT.

...

THRIFT does not mean Penuriousness!
Its first principle consists in getting FULL VALUE
for each Dollar of Income expended.
Getting less is not complimentary to the intelligence of even a
Millionaire.

Being liberal and generous, in affairs where it is proper and
deliberate to be so, differs widely from being thrifless, thoughtless and
careless in buying things, on a business basis.

A habit of "Jumping at Conclusions," instead of *Thinking out*
these Conclusions, costs many a man a lifetime of Un-success.

Too many Americans indolently act upon the shallow theory that
an article "must be" WORTH more, merely because it Costs more.

They are thus taxed a heavy price, all through life, for such an
indolent habit of Thought.

They work hard, industriously and intelligently, to acquire money,
Then (for their personal needs) they "Spend it with a Spade."

They "spread" it without a fraction of that shrewdness and
thoroughness with which they acquired it.

Is this complimentary to the judgment of even the Wealthiest?
Do people become Wealthy who acquire the careless HABIT of
"Spending Money," instead of intelligent, thoughtful BUYING with it.

Get your Money's Worth!

...

ABOUT 12,000,000 Tires for Motor-Cars and Trucks were
made and sold in U. S. A. last year (1915).
That quantity was divided up among some 200 Makers,
Makes or Brands of Tires.

But, of this total production a full FOURTH was made by a
single Rubber Concern.

That Concern is the B. F. Goodrich Company.

Its Motor-Car and Truck, Tire Output and Sales, during its latest
fiscal year, were FIFTY PER CENT (50%) LARGER than the next-
largest Output and Sale, by any other Rubber or Tire Concern in America.

Behind this huge production is a 47-year Experience in Rubber-
Working—an all-sufficient Capital,—and a raw-material Purchasing-
Power indicated by its manufacture and sale of over 130,000,000 pounds
of Rubber Products in 1915.

Back of all that again, will be found an unquestioned RECORD
for Business-Integrity, for Good-Faith, Square-Dealing—and a long-
confirmed POLICY of giving the maximum Value feasible, to Consumers
and Dealers.

...

MONEY, therefore, cannot make BETTER Fabric Tires,—
at ANY price,—than this Goodrich Experience, Purchas-
ing-Power, Capital, and Intention are now producing.

And,—the Goodrich Fair-List Prices quoted herewith, on Fabric
Tires, could never be so LOW (for such HIGH quality) without the
enormous VOLUME, which so reduces Cost as to make these lowest
prices possible.

When you pay MORE than the Goodrich Fair-List prices here
quoted for ANY Fabric Tire, you are NOT getting better Tires.

You are simply "Jumping at Conclusions"—"Spending your
Money with a Spade," and cultivating that careless Habit of buying
which is the Enemy of Thrift.

Test out Goodrich Tires against their PRICE,—and see!

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

Goodrich "Fair-List" Prices

(SAFETY-TREADS)

30x3	} . . . Ford Sizes . . .	\$10.40
30x3½		\$13.40
32x3½	\$15.45
33x4	\$22.00
34x4	\$22.40
35x4½	\$31.20
36x4½	\$31.60
37x5	\$37.35

GOODRICH

"Black-Tread"

B. F. GOODRICH CO.
Akron, O.
New York Branch
1780 Broadway

"TEXTAN" —Does for your SHOE Soles what black "Barefoot-
Rubber" does for Goodrich Tire Soles.

- Wears longer than Leather!
 - Is Non-slippery!
 - Is more Flexible than Leather!
 - Is EASIER on your Feet!
 - Is Waterproof!
 - Is Lighter than Leather!
- Ask your Shoe Dealer or Shoe Repairer,
for Textan Soles on your next pair of Shoes

TIRES