



Certified by Goodrich More Mileage Adjustment



WHENEVER you buy anything, something measures it out, certifying how much of it you get. It may be by count, by a yardstick, or a pair of scales.

¶ The tire user has settled on the mile as his measuring unit of service.

¶ Goodrich, accepting his measurement, certifies both the quality and quantity of Goodrich Tires with the Goodrich More-Mileage Adjustment—6,000 miles for Fabric Tires—8,000 for Silvertown Cords.

¶ Goodrich is making big, powerful, enduring tires, the best Goodrich's long experience and skill can produce. It has pleased thousands of Goodrich dealers and users to tell us they "are the best tires the rubber industry has produced."

¶ At every step in making these tires, relentless inspection, watchful of Goodrich's good name, is on guard to see that each tire comes forth physically fit, truing up to the high quality set for Goodrich Tires.

¶ Then Goodrich Certification steps in, and measures out to the tire user in his own unit *the least* he will get from a Goodrich Tire.

¶ It gives tire users the peak standard, at once a gauge to appraise the value of other tires, and a surety bond for the Goodrich Tires he is buying.

Buy Goodrich Tires from a Dealer

ADJUSTMENT—Fabrics 6,000 Miles; Silvertown Cords 8,000 Miles

GOODRICH TIRES

"BEST IN THE LONG RUN"