

FOR FAIR PRICE-LISTS

that can be "taken seriously"

THE "HAGGLE" OUT OF TIRE BUYING AND SELLING.

This is a deliberate attempt to cut the "Haggle" out of Tire buying and selling,—for Consumers.

It is also an Attempt to set right,—with the Public,—thousands of well-intentioned Retailers of Tires and Auto-Accessories.

These have, by circumstances, been forced into the gradual adoption of a most Unwholesome Custom, Viz: that of selling "PRICE-LISTS" instead of selling Tires, to Consumers,—of selling Discounts OFF Price-List, instead of selling Mileage and Service in Tires.

It is not an Attempt to make things harder for the kind of Tire Manufacturer whose Product apparently cannot be sold without the doubtful Expedient of the Padded Price-List.

—Said Expedient consisting of an alleged "Price List" which is purposely printed "UP" so that it may then be deliberately discounted DOWN by the Dealer,—to provide "a Special Bargain" to the Consumer who is Unwary, or who is too busy to investigate values.

This Attempt is being made also with a sincere desire to save the Retailer of Tires from the consequences of further growth of that Padded Price-List CUSTOM which is inciting Consumers to patronize CUT-PRICE SPECIALISTS and band together to maintain "Supply Depts." with which to fight what they, erroneously consider EXTORTIONATE Prices and Profits supposed to be charged by Retailers, on "Price-List" basis.

Without the PADDED Price-Lists, which in some cases show as much as 55 per cent Retail Profit on Tires (as much as \$11.00 Profit on a single 34x4 Plain-Tread Tire), the "CUT PRICE SPECIALISTS" would have no reason for existence, could not make headway, nor threaten to cut the market from beneath the Dealer's feet.

With the Padded Price-Lists, and the bitter Price-Cutting conditions that abnormal profits always invite—the Dealer makes, in the end, much less profit, on average, than the normal and reasonable one to which he is entitled.

Thus he loses three ways, through the Padded Price-List Custom.

1st. Through the impairment of his legitimate Market and Volume, by "CUT-PRICE SPECIALISTS," and by CONSUMERS SUPPLY DEPTS.

2nd. Through obtaining a lower AVERAGE profit per Tire during the year, because he must meet the keen price-cutting Competition which excessive profits always invite.

3rd. Through the heavy increase in the cost of Selling Tires, for Salesman's Time, when each Customer feels that he must Shop-around a number of different Dealers Stores, in order to find out which will give him the largest Discount off the Price-List of the Tire he wants to buy.

More costly and dangerous to the Dealer than all three of these is the Undermining of Public Confidence, in the kind of Store that is popularly believed to have several Prices for the same article —(an unreliable method of Selling Goods.)

That, and the TO-MORROW, which comes out of it, is the DEALER'S side of the Case,—

The CONSUMER'S side now claims our Attention.

Tires are often Emergency needs!

When the Car Owner needs a new Tire he is more likely to need it on the road, and "P. D. Q." than to need it under leisurely "order-far-in-advance" conditions.



Put on Diamonds

We advise DIAMOND TIRES. And we have good reason to. Better tires are not made. Better for comfort, for service, for wear, for mileage. But they cost you less than any other high-grade, anti-skid tires on the market.

DIAMOND SQUEEGE TREAD TIRES

Compare these Diamond "Fair-List" prices, showing tremendous reductions with prices you have previously paid. For instance, old price on Diamond 34x4, Smooth Tread, \$24.35. Present "Fair-Price-List" price, \$19.40. Ask your dealer for Users' Net Price List, showing prices on all sizes.

Size 30x3 Plain Tread \$ 9.00.	Size 30x3 Squeege Tread \$ 9.45
Size 30x3 1-2 Plain Tread 11.60.	Size 30x3 1-2 Squeege Tread 12.20
Size 32x3 1-2 Plain Tread 13.35.	Size 32x3 1-2 Squeege Tread 14.00
Size 33x4 Plain Tread 19.05.	Size 33x4 Squeege Tread 20.00
Size 34x4 Plain Tread 19.40.	Size 34x4 Squeege Tread 20.35
Size 34x4 1-2 Plain Tread 26.00.	Size 34x4 1-2 Squeege Tread 27.30
Size 36x4 1-2 Plain Tread 27.35.	Size 36x4 1-2 Squeege Tread 28.70
Size 37x5 Plain Tread 32.30.	Size 37x5 Squeege Tread 33.90
Size 38x5 1-2 Plain Tread 43.80.	Size 38x5 1-2 Squeege Tread 46.00

THE "TIRE" IN THE NEIGHBORHOOD OF HIS NEED.

If he can step into an Auto-Accessory Store,—a Garage—or Repair Shop,—in the neighborhood of his need, and there get the Tire he wants, PUT ON in 20 minutes, it is worth a great deal to him to continue his shipping without laying up his Car while he awaits Shipment and Delivery of same Tire, on his Telegraphed order.

But, if Auto-Owners do not patronize Auto-Accessory, or localized Tire Dealers, these must go out of business, and such convenient Sources of Supply would then be missed more by Tire-Users than by anyone else.

That is why the adoption of a FAIR Price-List, and the cutting out of the seemingly Extortionate Padded Price-Lists, means so much to both Consumer and Retailer of Tires.

That is why WE take the RISK or lining up the entire Tire Manufacturing Industry against us,—in a sincere effort to put the Selling and Buying of Tires on the same sound, safe and progressive basis that practically all other Merchandise is today retailed upon.

We want to see Price-Lists that are DEPENDABLE,—Price-Lists that correctly and fairly Represent the Mfrs. own since Valuation of the Mileage and Service he puts into his Tires.

—Price-Lists that are Reasonable, logical, and reliable,—not made to QUOTE DISCOUNT OFF, but to sell Tires on.

Of course there will still be wide differences in the Value of Consumers,—as great as the difference in the Facilities, Capacity and Skill of each Manufacturer.

It is not expected, nor required, that Price-Lists shall accurately gauge relative Values, but only that they shall accurately and reliably Measure the Value which each Manufacturer intends to give Consumers, for the amount each Consumer invests in his Tires.

It is not desired that the Manufacturers' Price-List shall cut the Dealer's margin down to a profit on which he cannot afford to do business and make money.

It is only expected, urged, and desired, that the Retail Profits offered by Price-Lists shall be moderate enough to be bona-fide.

—Not preposterous "Paper Profits," that cannot come true without ruin to the future of the Retailers' business, but actual Profits that he actually makes, and that reduce his selling cost, per Tire, to the minimum, that moderate Profits and the "One-Price System," can alone make feasible.

That is our Hope, and Wish, for the future of the Tire Industry.

WE set the pace, today, by List-Pricing our own Tires so as to carry a moderate but REAL profit to the Retailer, instead of the Visionary "Get-rich-quick" profits, of 30 per cent to 55 per cent, that other Tire Price-Lists offer, but cannot deliver, when the price-cutting such huge margins invite, does the settling.

WHEN, therefore, YOU,—Mr. Auto-Owner, and Tire-User,—find a Retailer who recommends Diamond Tires to You, bearing in mind that he not only offers the Greatest Mileage for what it Costs YOU, but proves his Good-faith by offering a Tire carrying only a moderate and Normal profit for him, when he might have recommended other Tires Price-Listed to carry 30 per cent to 55 per cent profit for him instead.

That is the kind of Dealer to "Tie-To";—

—And you'll find him "doing business at the Old Stand" when the "Get-rich-quickers" are chauffering for people who knew the Ways of the World better than they did.

Diamond SQUEEGE Fair-Listed Tires

PENDLETON RUBBER & SUPPLY Co.

PENDLETON, OREGON

Distributors For Umatilla County

Phone 135