

BUSINESS OF LOCAL GOODRICH BRANCH IS ON BIG INCREASE SAYS MANAGER C. H. HOWARD

Increase in Adjustment Basis Is Responsible for Recent Boom, Is Said

"Business is good," said Mr. C. H. Howard, local manager of the Goodrich Rubber company, yesterday, "particularly good. Keeping abreast with the dealers' orders has been hard work for the past few months."

"We have had booms in the tire business from time to time, but none equal the one that has resulted from the great increase in the guarantee of Goodrich tires. Motorists and dealers have known for the past year that we have had a tire without a peer on the American market but the recent strong expression of confidence has added much fuel to the fires of enthusiasm."

"Tires in general are being made scientifically stronger and of better materials than ever before. Considering both the recent drop in the price of tires and their higher quality tires are cheaper really, than ever before. Very few products in the American market can present a like record, I believe."

"Goodrich is certain that its product is right and has lead off in the move to give tire users greater value and increased service in their tires. First out with a cord tire, first out with fair list prices, first out with a black tread tire we have been followed in each instance by other companies until these features are now universal. The increased adjustment basis is just another Goodrich first feature. Other standard tire companies will probably in time, equal our high adjustment basis on tires, but not until they are sure of their product, because of the adjustment loss their business will be liable to."

Batcher's GARAGE

Phone 673
108 North Second Ave.

GOODRICH TIRES & TUBES

Fabrics6,000 miles
Cords8,000 miles

Expert mechanics to work on all makes of cars.

Cars washed day or night.

"We never close."

Come in or call us up.

W. H. Batcher
Proprietor

Drive Around

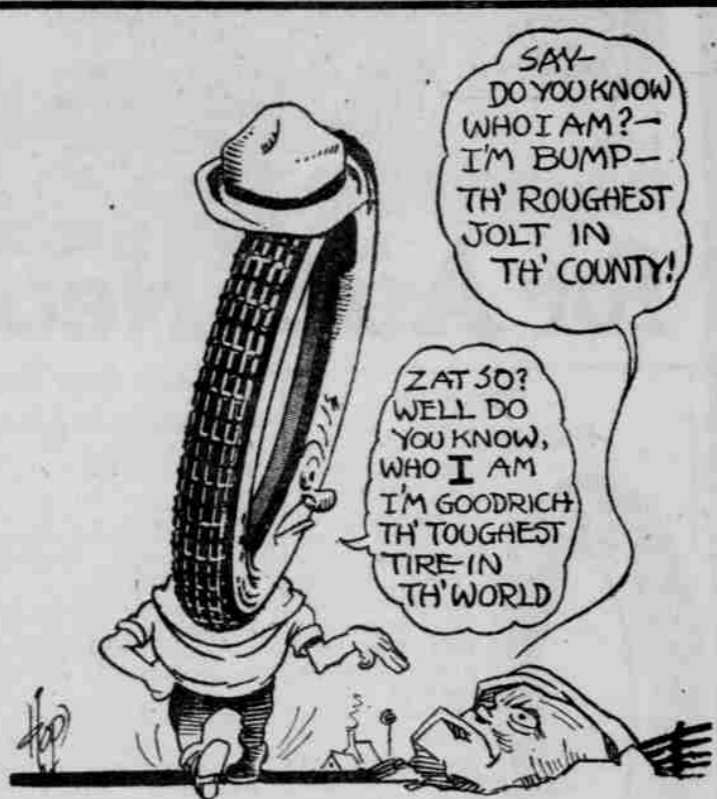
and let us put on those new tires you need. We have a full line of Goodrich Tires and Tubes and recommend them.

Auto Tire Co.

Vulcanizing & Repairing

Phone 1868

Second Ave. and Adams



PAINE AND MOREY

Successors to Van's Tire House

We've got a stock of these "Tough Tires," ready for your car.

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31 SOUTH FIRST AVE.

Like Goodrich

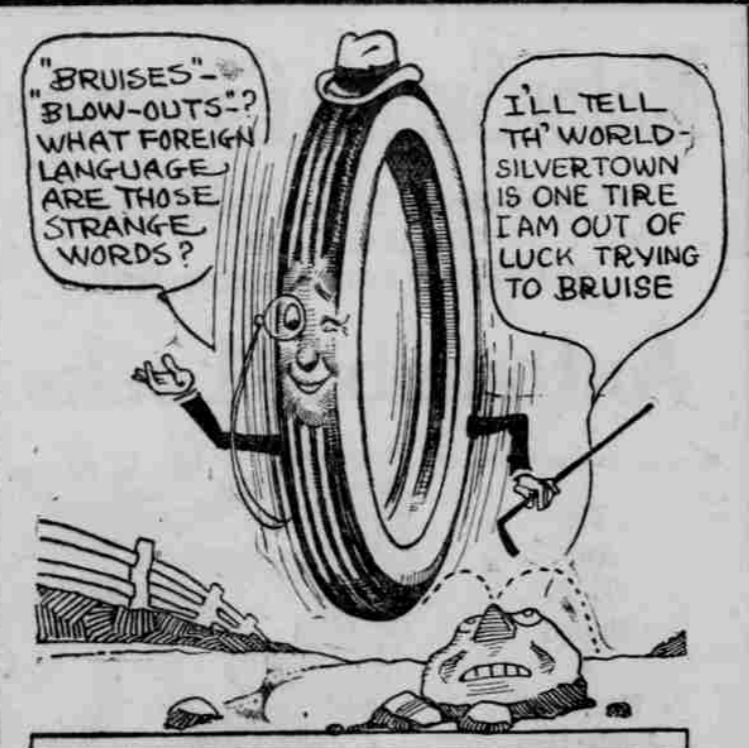
We give extra value in our product—the best car repair work in town.

Goodrich Tires and Tubes in stock.

SHAWVER AND ANDERSON

Phone 1994

25 North Second St.



APACHE GARAGE

"Open Day and Night"
Lexington Agency

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Tempe Car Owners:

You now have, right in the heart of your city, the finest service station in the valley, all ready to take care of your needs for gas, oil and greases, expert car repairing, etc., and Goodrich Tires and Tubes and Accessories.

O'Donnell & Baird

SERVICE STATION

Corner Eighth and Mill

Tempe, Arizona.



The Goodrich More Mileage Message

Goodrich is making the burliest, sturdiest, most lasting tires the rubber industry has ever seen; and Goodrich knows it.

In every test of road-roughing to which tires can be put, Goodrich Tires have unfolded an endurance, an ability to take punishment, which has run into phenomenal mileage.

Confident in this knowledge and belief, Goodrich desires that all tire users share in the confidence of Goodrich, and the big mileage Goodrich Tires assure.

Therefore, Goodrich announces to Dealers and Users—to present and future owners of its pneumatic tires—an adjustment basis of 6,000 miles for SAFETY TREADS, and 8,000 miles for SILVERTOWN CORDS, instead of the 3,500 and 5,000 miles, respectively, heretofore in force.

Remember that a Goodrich adjustment is a fair one. Goodrich knows the mileage is in its tires, and more; and to make you realize you lose money in being without Goodrich Tires, the new Goodrich adjustment is proclaimed broadcast.

Buy Goodrich Tires from a Dealer

ADJUSTMENT

Fabrics - 6,000 miles
Cords - 8,000 miles

GOODRICH TIRES

"BEST IN THE LONG RUN"



Southern Border Motor Co.

Republic Trucks and Paige Cars

337-341 West Washington

Phone 607

Cal Messner

HUDSON AND ESSEX

G. M. C. TRUCKS

And in addition to the above we have the best assortment and selection of auto accessories, really necessities, in the city of Phoenix.

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Phone 1386

Good Friends

in a business way are won by Good Vulcanizing and are headquarters in Phoenix for that Goodrich Tires and Tubes also make us many good friends.

Cut Rate Tire Co.

Threlkeld and Carter, Props. 207 West Washington
Phone 1923

I DON'T USUALLY GO IN FOR THIS SMART ALECK DRIVING—MABEL— BUT HERE'S A CLEAR ROAD THAT GIVES ME A CHANCE TO SHOW YOU HOW MY SILVERTOWNS HOLD TH' BUS IN A LIL' OLE BEE LINE



"Yep this new Tempe road is a good one, and right on thru to Mesa where I am going to have the

Gem City Garage

give the old car a thorough overhauling. Roger Stadman sure has a good bunch of mechanics and expert battery and tire men. And he knows tires too, for he stocks

GOODRICH TIRES AND TUBES

and recommends them strongly."