

The Tire Guaranty!

WHAT IS IT?

THIS is a plain, frank talk on tire guaranties.

It clears up the misunderstanding about the guaranty that misleads many a tire user and dealer.

It shows them how their rights and safety are best secured in the sale of a tire. It means more protection to the user, and a stabler business to the dealer.

Why does a user buy a *certain* tire? Nine times out of ten because he has been led to expect a *certain* mileage from it.

Therefore, it is vital that the user understands clearly what service he has a right to expect from a tire.

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DOES the tire guaranty make this clear between him and the dealer? What does it guarantee? Where does it begin, and end? Read and see.

All the leading tire manufacturers, The B. F. Goodrich Rubber Company the same as the rest, guarantee tires with these identical words:

"We guarantee all Pneumatic Automobile Tires bearing our name and serial number, to be free from imperfection of material and workmanship. . . .

. . . . Pneumatic Automobile Tires are not guaranteed to give any definite number of miles."

This guaranty means that if "in the judgment" of the manufacturer usage reveals an imperfection of material or workmanship, the manufacturer will "repair or replace it at his option," adjusting it according to his own judgment; *and it means nothing more.*

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BUT how," the tire user, very properly demands, "is the adjustment of an imperfect tire made? Where does the adjustment begin?"

To such questions, the *guaranty against imperfection* makes no specific answer whatever.

But to *all* these questions, the Goodrich Adjustment makes a specific answer, open handed as Justice. It takes up a tire *where the guaranty stops*, and leaves no room for misunderstanding, or controversy, between user and dealer.

It says that a Goodrich Fabric Tire, with proper usage, will deliver at least 6,000 miles; and a Silvertown Cord at least 8,000 miles.

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AN imperfect Goodrich Tire is so rare that an adjustment is an immaterial thing to The B. F. Goodrich Rubber Company; but a single imperfect tire to the individual user who gets it is too material a thing to be ignored.

Yet without an adjustment basis, clearly and definitely stated, a tire user with a claim against a tire, goes into a court where there is no law. But the Goodrich Adjustment lays down the law, fair to user and dealer—clear to both.

Thus Goodrich first *insures* the user against an imperfect tire with the guaranty; then specifies clearly *the amount of his insurance* with the Goodrich Adjustment basis—6000 miles for Fabrics—8000 miles for Silvertown Cords.

That takes the risk out of the sale of a Goodrich Tire, both for dealer and user. It takes the guess out of its service.

Demand Goodrich Tires of your dealer.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

Goodrich Tires

Best in the Long Run