

# Goodyear Fortified Tires

## Cost Users \$5,000,000 Less

This year's price reduction—made February 1st—was due to lower cost of materials and our larger output. It will save Goodyear users, judged by current output, about five million dollars this

year. And that, remember, was our third reduction in two years. The three total 45 per cent.

We cite these facts before we tell you of some added factory costs.

### Goodyear Extras Cost Us \$1,635,000

Goodyear Fortified Tires embody many extras. That's why we call them Fortified.

Five of those extras are costly features found in no other tire. The rest are quality extras which few makers employ.

If we omitted them all, we could save on this year's probable output \$1,635,000. We could add that much to our profits. Yet Goodyear tires would appear to be just as good as now.

#### Users Would Pay

If we did that, Goodyear users would lose in tire wear many million dollars. For every extra we employ adds mileage and saves trouble.

There would be more rim-cuts, more blowouts, more loose treads. There would be less rubber, less fabric.

Yet five of those extras are used by Goodyear alone, and the rest are used by few.

#### This Year's Additions

This year's improvements—just our latest additions—will cost us \$500,000 this year. All to give you extra wear. And we shall spend \$100,000 on research this year to find more improvements for next year.

Think of these things—you who buy tires blindly. Tires are not alike. But these differences are hidden. So tires may look like Goodyears and not be half so good.

Remember this: Goodyears won their place on service. It is the highest place in Tiredom. It is super-service, proved by millions of tires, that makes them outsell any other. And that super-service is due to these extras. Get them. Any dealer will supply you. (2421)



**Fortified Against**  
 Rim-Cuts—by our No-Rim-Cut feature.  
 Blowouts—by our "On-Air" cure.  
 Loose Treads—by many rubber rivets.  
 Insecurity—by 126 braided piano wires.  
 Punctures and Skidding—by our double-thick All-Weather tread.

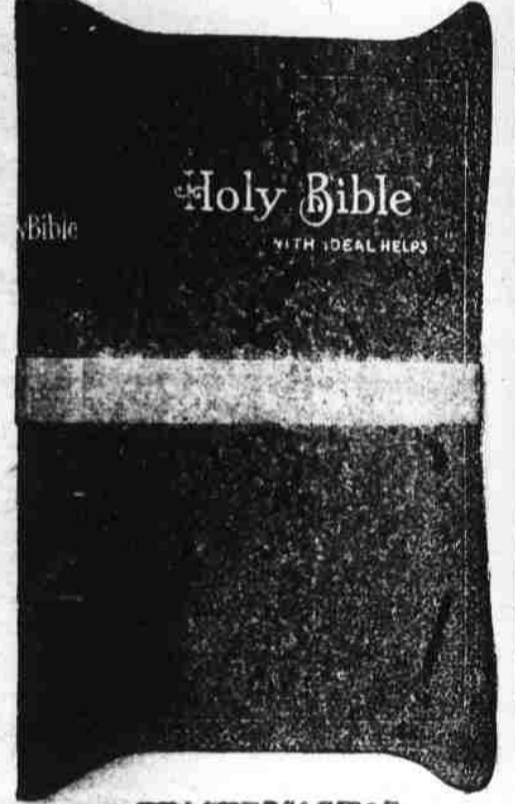
**THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO**  
 Makers of Goodyear "Tire Saver" Accessories; also Goodyear "Wing" Carriage Tires and Other Types

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Kerosene, Distillate, Gasoline, Gas. 5-YEAR WARRANTY.  
 2 H-P \$24.95; 3 H-P \$32.50; 4 H-P \$39.75; 5 H-P \$47.00;  
 6 H-P \$54.25; 8 H-P \$71.00; 10 H-P \$87.75; 12 H-P \$104.50;  
 14 H-P \$121.25; 16 H-P \$138.00; 18 H-P \$154.75; 20 H-P \$171.50;  
 22 H-P \$188.25; 24 H-P \$205.00.  
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 CHRIS REUTER, NEW ORLEANS, LA.

### FOR A CLUB OF EIGHT

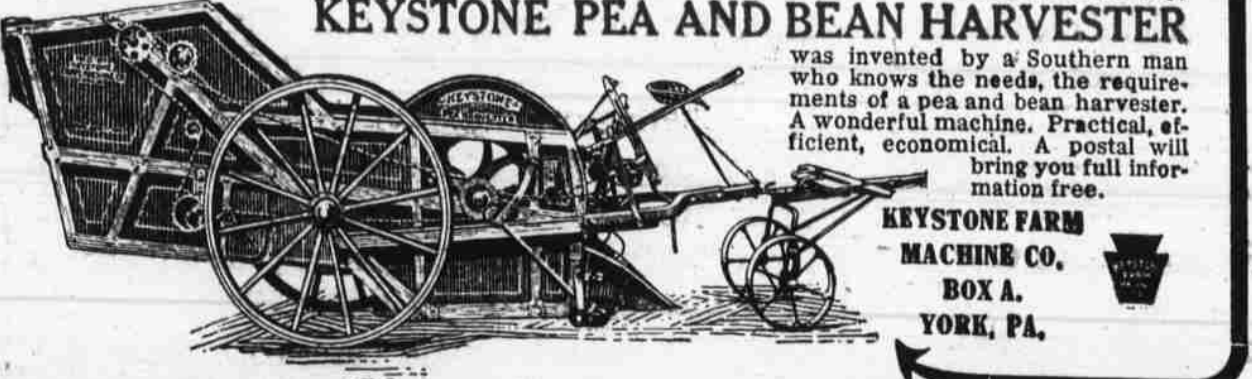


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