

A Frank Discussion Of Tire Mileage Guarantees

BY BREWER SERVICE STATION

You can't write mileage into a tire—you've got to build it in at the factory. And while anyone can write a guarantee it is another matter to build a tire that will satisfy you and me.

A straight mileage guarantee of, for example, 15,000 miles is unfair. Not in the expectation of mileage; for the modern cord tire will usually deliver more than 15,000 miles. But the manufacturer is wrong in the assumption that EVERY car owner will reach that figure. It just can't be done—human nature and road conditions are all against it.

The average driver—the careful driver—will get his 15,000 miles and more. The reckless driver, the careless fellow who slams on his brakes for a "grand stand" stop and takes off with spinning wheels—is pretty lucky to get 7,000 or 8,000 miles.

But the mileage guarantee is full of loop holes and he gets an adjustment on the difference between the mileage he received and the guaranteed figure. He is satisfied and so are you because you got more than the guaranteed mileage. But here's the fly in the ointment—

YOU HELPED PAY FOR THE CARELESS DRIVER'S ADJUSTMENT.

That is reasonable to believe isn't it? The adjustment cost is included in the cost of a tire and you either pay for it in increased prices or reduced quality. But YOU pay.

Or, you may drive almost exclusively on well paved city streets. Shouldn't your mileage expectation be greater—therefore your guaranteed mileage greater—than one who drives over rutted or rocky country roads? How is it possible to arrive at a fair mileage guarantee unless these road conditions are taken into consideration?

There is only one absolutely fair tire guarantee. That is the same guarantee that your automobile carries—a warranty that the tire is free from defects in material or workmanship. The tire is warranted or guaranteed, for ninety days and any manufacturing defect will become visible within that length of time.

Goodyear has used this warranty for a number of years and for the last eleven years more people each year rode on Goodyear Tires than on any other kind. This in itself is proof that such a warranty is right. It proves, too, that the product is good because no Company could possibly use this warranty for any length of time unless the quality of its product was consistently high. So it all simmers down to this when you buy tires. Do you depend upon a beautifully worded guarantee to give you the mileage you want and expect, or will you place your money and peace of mind on a Goodyear Tire where the unbroken satisfactory service you will receive is guaranteed by the fact—year after year—that more people ride on Goodyear Tires than on any other kind.

Goodyears cost no more than ordinary tires.

Brewer Service Station

Southern Pines, N. C.

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