

GOOD YEAR

The Goodyear Tire & Rubber Co.

AUTOMOBILE
MOTOR TRUCK
MOTORCYCLE
CARRIAGE
BICYCLE } TIRES

RUBBER TILING
MECHANICAL GOODS
RUBBER BANDS
AERONAUTIC SUPPLIES

IN REPLYING KINDLY REFER TO THESE INITIALS CHM.BES-16 Akron, Ohio, U.S.A. August 10 1916

The Madison Garage
Lapeer Mich

Gentlemen:

Do you know the Goodyear platform for 1916?

"The greatest in-built-mileage tire at the minimum of cost and trouble."

This we have accomplished by spending one and one half millions of dollars in improvements on casings and tubes for 1916.

To this platform we have added the slogan - "The Dealer First."

If you were large manufacturers, how would you sell your products?

There are hundreds of thousands of car owner, yet only a few tire dealers. Every family in your town buys from the local grocery store. Isn't it logical that the local garage or accessory store should sell the car owners their tires and accessories?

You sell tires of course. Do you prefer to buy tires from the manufacturer who carries his product into your town and competes with you for the business that is rightfully yours?

Then when the Goodyear Tire & Rubber Company comes to you with the policy of "NO RETAIL BUSINESS" "LET EACH DEALER IN EACH TOWN HAVE HIS LEGITIMATE BUSINESS" and turns every inquiry over to you with its profits, which is best for the dealer.

We do not stop here. We help you get additional business by means of our wonderfully organized sales force and promotional department.

Write us - we can increase your profits.

Yours very truly

THE GOODYEAR TIRE & RUBBER CO

CAH
Automobile Tire Dept

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GOODYEAR
A CROWN
Service Station



the
**GOODYEAR
DEALER'S
PLATFORM**

The Goodyear

THE GOODYEAR DEALER'S PLATFORM

"A short profit on many sales—not a large one on the tires he sells you—

"To hold your business—by getting your friendship—by giving you service."

THE Goodyear dealer could make more money on a single sale if he sold some other tires.

He prefers to sell Goodyears, because he is sure he can sell more of them—with less effort.

He profits by Goodyear popularity — more customers come in, and a greater proportion keep on coming back.

Instead of resenting the fact that he gets a lesser discount on Goodyears than he could on some other tires—he is glad of it.

The Goodyear Tire & Rubber Company tells him that the longer

Dealer's Platform

discounts they might give him—but don't, and all the savings due to large volume, low overhead and simplified distribution go back into the betterment of the tire.

He knows that this is so, or it wouldn't be so much easier for him to sell Goodyear Tires.

He knows that Goodyear No-Hook Tires are fortified against rim-cutting, by the No-Rim-Cut feature; blow-outs, by the On-Air cure; loose treads, by the Rubber Rivets; insecurity, by the Multiple Braided Piano Wire Base; puncture and skidding, by the double-thick All-Weather Tread.

These distinctive features alone will add \$2,102,000 to the manufacturing cost of Goodyear Tires in 1916.

He knows that over \$2,188,000 more of the Goodyear savings is being used this year to increase the size

The Goodyear

and strength of our small clincher tires; to reinforce the walls of the No-Hook type; to make the treads of the larger sizes thicker and sturdier, and the tires larger; to make tubes thicker and better; to improve and strengthen the Cord Tires.

He makes more money in the end because more customers come. More customers come, because they get more mileage-value. Instead of a sale-now-and-then at a long profit, he makes many, many sales at a lesser profit.

And when he has figured thus far, another big thought hits him. What that thought is and how much it is worth to you is told on the next page.

Dealer's Platform

THE Goodyear Service Station Dealer starts in where the Goodyear factories leave off.

The one big aim of the Goodyear factories is to build mileage into the tires.

The one big aim of the Goodyear Service Station Dealer is to make it easy to get Goodyear Tires and Service. Thus you have maximum enjoyment and use of your tires with the least effort, time and expense.

The first element of convenience is to be able to get Goodyear Tires when you want them.

So Goodyear Service Station Dealers are located everywhere. By the sign on the cover you will know them.

In the big cities, in the medium-size towns, in the rural hamlets—everywhere you may be or may go, you will always find a Goodyear

The Goodyear

Service Station Dealer within easy reach.

And the men in this wide-spread organization aim to earn their reasonable profit by giving real service.

They will see that you use tires of proper size; they will provide proper inflation; they will tell you whether the wheels of your car are in alignment.

They will guard against the various forms of tire abuse which you may innocently inflict.

These tire experts are not satisfied merely to *sell* you Goodyear Tires.

Their interest continues until you have had maximum mileage and satisfaction from them.

They all have the same purpose, the same disposition—to hold your business by getting your friendship, by giving you service.

Dealer's Platform

Such men, who forego extra discounts to sell you better tires, are good men for you to deal with.

This chain of Goodyear Service Station Dealers is a part of the Goodyear policy—a time and money-saving advantage to you.

It is given to you over and above the extra mileage built into Goodyear Tires, which makes them go farther and last longer, and so cost you less in the end.

THE
GOODYEAR TIRE & RUBBER
COMPANY

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GOODYEAR
A R R O N

Tires, Tubes & "Tire Saver" Accessories Are Easy to Get
from Goodyear Service Station Dealers Everywhere