

*What do you
buy when you
buy a Tire?*



YOU remember the story of the fine advertising campaign being run by the First National Bank in a western town. Somebody—we think it was Will Rogers—was asked who wrote it. “I don’t know,” said Will, “but it ain’t the man who makes the loans.”

Maybe a First National Bank can get away with a double personality, but we believe that the same spirit should run through the whole works and that’s what happens here.

When you buy a tire from us you buy more than a tire—you buy tire service—tire satisfaction—tire performance. That’s why we selected

Goodrich

Silvertowns



because we know tires and we know we can stand behind them with our service and they will stand behind us with their performance.

We could make more money by selling you some other tire—once, but not again. You see we are in business here for keeps and we have to sell tires again to the same people—and we like to meet our customers face to face. When we see a man coming in who has bought a tire from us, we like to feel that he’s coming to buy another—not to kick about the one he bought. So—we handle Silvertowns. We find it’s best in the long run. Come in, won’t you, and let us show you our idea of the sort of business that makes and holds friends?

JOHN W. DILLINGER

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MT. JOY, PENNSYLVANIA