$\$ 150,000$ USED BY BARUCH

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$\qquad$Big Opportunity to
MAKE MONEY
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## Resinol

it stops itching

"Best in the Long Run" is more than a phrase-it is a principle inseparably connected with the name

## THE REAL MEANING OF "BEST IN THE LONG RUN"

IHE MOTTO of Goodrich, from the very first day the into the dependability of company started-fifty years ago-was,"Letusmake goods destined for service." The thought of service dominated the work of the organization, for it was rightly realized that only upon the service the products of the company rendered to their users could an enduring concern be built.
Eventually this principle was crystallized into the five words which are now so well and widely known as the Goodrich slogan -"Best in the Long Run." It is almost as old as the history of tires for it grew out of the performance of Goodrich Tires on bicycles. And it grew

THE B. F. GOODRICH COMPAN $\qquad$ AKRON, OHIO rubber products of all kinds
It is not just a catch phrase. It is a plain statement of fact. It is really a mirroring of the confidence placed in Goodrich products by their users. In five words it expresses the ideals, the policies, the principles of the institution. It means the "long run" of good faith and good will -the steady building up of confidence in the minds of customers-which is the greatest asset a manufacturer can have.

Quality and service - that is how Goodrich translates this slogan into terms of longest average wear, utmost dependability and known value in all that it pro duces. It must be "Best in the Long Run." Rakers of the sivertown cord tire

Crane's Pineapple Ice Cream

Look for "The Sign of the Crane"
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