

GOODRICH LEADING THE PARADE

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Most of the several million Goodrich Motor car owners are today buying Goodrich-Whitworth tires and accessories. That is a plain sign that we are not lost. Other national brands give the E. F. Goodrich Co. a run for the Negro market.

Almost every night the Negro car owner hears "Goodrich-Whitworth's answer?" In many cities this was accomplished by the use of editorial advertising space in the leading Negro newspapers. In other cities in addition to the ads the firm employed colored witnesses. Most of these Negro witnesses worked up in the Grand Stadium, the Mississippi stadium, from the position of car washers.

Over 1,000 colored men are employed in the national service and maintenance teams of this corporation scattered throughout the country. At the Adams plant of the E. F. Goodrich Co., the parent corporation, many black boys will be seen helping here and there which Goodrich stores are the best on the market.

The Negro buyer, knowing no better the peculiar labor problems of his people, is approaching such problems to make these days with a more critical attitude. From the the Goodrich-Whitworth people are getting the business because he feels he is getting, not only good merchandise, but more important to him, a chance to earn a living and a chance to advance.

Watch the stars as they go by and you will see Goodrich-Whitworth are leading the parade in the Negro market.