

Goodyear is being torn apart by a foreign invader.

The Goodyear Tire and Rubber Company has roots that run deep within the history of America. Started in 1898 by one individual, Goodyear has come to symbolize the fulfillment of the "American Dream." From its humble beginning, Goodyear has risen to become the largest and most technically innovative tire producer in the world.

Americans have put their trust in Goodyear. In fact, more people ride on Goodyear tires than any other kind—by a wide margin. Goodyear, through its thousands of retail and commercial outlets, has become as American as baseball and apple pie.

That could suddenly change.

A British investor, Sir James Goldsmith, is trying to take over this American corporation. The past history of "corporate raiders" is well known. A fast, hostile takeover... selling-off of technology... the disbandment of divisions...

what is left is just the mere shell of a previously well-established, secure company

Ironically, Merrill Lynch, an American company financing this takeover, is the same company which states, "We are Bullish on America."

What happens to all of the people who have grown along with Goodyear? Not only will Goodyear employees be directly affected, scores of small, medium and large businesses which depend upon Goodyear for their livelihood will be faced with disaster. This ripple effect could be far reaching and long lasting.

The Goodyear team will be no more. We, the American people, can expect huge reductions in the Goodyear workforce... direct and indirect. A large group of unemployed Americans. For the sake of the Pound.

Numerous foreigners may be financially

able to take over the Goodyear Tire and Rubber Company, but will the Goodyear spirit remain unchanged? We think not.

The ideals, innovative management and employee dedication which have made Goodyear the institution we now know will be gone—forever.

In this foreign takeover, the American people shall lose.

They will lose the ability to build any company to secure heights. The threat of foreign takeover will hang above them. The larger they become, the greater the appeal for takeover from abroad.

After Goodyear, what? The influx of yet more foreign raiders? The "takeover" of American industry? Vested interests by questionable foreign individuals?

Where will it stop?

Something you can do.

Americans have worked hard for generations to build on the "American Dream." Are we now ready to allow foreign investors to tear this apart?

Write your Congressman and Senators—tell them how you feel. Don't let an American institution disappear—for the sake of the Pound.

One final word for Sir Goldsmith, from the Goodyear dealers listed below: "We worked long and hard to build our successful businesses in partnership with the Goodyear management. You may buy this great company—but you will never buy our loyalty!"

Paid for by friends of The Goodyear Tire and Rubber Company.

Northern Tire Corp., Whitehouse, NY; Max Finkelstein Astoria, NY; Conrad Tire Service, Inc., Cleveland, OH; Kramer Tire Co., Norfolk, VA; Sullivan Tire Rockland, MA; Frasier Tire Service Sumter, SC; Tire Supply Inc., Bronx, NY; Purcell Tire & Rubber Co., Potosi, MO; Capital Tire Inc., Toledo, OH; Hackensack Tire Corp Hackensack, NJ; Western State Tire Phoenix, AZ; Martino Tire Co., Miami, FL; Rockland Tire & Service New City, NY; Appalachia Tire Co., Inc., Charleston, WV; Albert Tire Co., Inc., Pennsauken, NJ; Allen Tire Inc., Richmond, VA; Auto Service, Inc., Redding, PA; Acorn Tire & Supply Co., Chicago, IL; Barry Tire Co., Franklin Park, IL; B&C Tire Co., Gadsden, AL; Action Tire Inc., Acton, MA; Auto Supply Oahu, HI; All Season's Tire Anaheim, CA; Bond Tire & Service, Inc., Danville, VA; Bryant Tire & Appliance Memphis, TN; Belardini Tire Co., Bethel, CT; Bill Deane, Inc., San Jose, CA; Burnett Automotive Manhattan, KS; Beltner Tire Co., Dover, OH; Bunge Tire & Auto Center Elgin, IL; Basin Tire Othello, WA; Bruce Wood, Inc., Atlanta, GA; Ira Phillips, Inc., Gadsden, AL; Iroquois Tire & Brake Solvay, NY; Jim Johnson Tire Ctr, Inc., Fairless Hills, PA; JD Minnis, Inc., Stanton, CA; T&S Tire Carlstadt, NJ; Kansasland Tire Inc., Hays, KS; Kauffman Tire Service, Inc., Wooster, OH; Kendrick Tire Waco, TX; Kavoc Automotive Davie, FL; L&M Tire Escondido, CA; Levin Tire Center Inc., Highland, IN; Leggett Tire Co., Manassas, VA; Lambert Tire Bozeman, MT; Orange Tire & Auto Servicenter Orange, NJ; Service Tire & Truck Ctr, Inc., Bethlehem, PA; Sonny Pearson Tire Co., Hopewell, VA; Seredini Tire Co., Richmond, VA; Steve Akidge Tire Co., Richmond, VA; S. S. Kettering & Sons Lebanon, PA; Staten Island Tire Auto Servicenter Staten Island, NY; Toce Brothers, Inc., Torrington, CT; Torello Tire Co., East Haven, CT; Thomas Tire Appliances Co., Charlottesville, VA; Thompson Tire Co., Christiansburg, VA; Tires Inc., Chenails, WA; TRL Tire Service Corp., So. Chicago Hts., IL; T&B Supply Inc., Santa Clara, CA; T&C Tire & Auto West Hollywood, FL; SGS Tire Co., Skokie, IL; Max Finkelstein Elmsford, NY; Gregg Tire Co., Topeka, KS; Graham Tire Co., Sioux Falls, SD; Graham Tire Co., Spencer, IA; Gavazzi Tire Rantian, NJ; Henry Tire York, PA; Harding Tire Co., Detroit, MI; Harry's Tire Service Inc., Minot, ND; Hank May Tire Norwalk, CT; Havens Tire Lakewood, CA; Elpex, Inc., Lake Worth, FL; Eastern United Tires Inc., Kingston, NC; Elwood Kieser & Sons, Inc., Philadelphia, PA;

Elliott Tire & Service Seattle, WA; Free Service Tire Co., Inc., Johnson City, TN; Family Tire & Auto Schenectady, NY; Capital Tire Co., Inc., So. Windsor, CT; Clark Tire & Auto Hickory, NC; Greywood Tire Corp., Edenton, NC; C&C Tire Co., Chester, VA; Carl King Tire Camden, DE; Calen-Kimbeck Tire Inc., Chambersburg, PA; Clay Dooley, Inc., Bloomington, IL; Carter Tire Co., Roseburg, OR; Carl Pelt & Sons Homestead, FL; Cape Tire Service, Inc., Hyannis, MA; Doc Roberts Tire Service Blacksburg, VA; Dale Tinkerton, Inc., Butler, PA; D'Andrea Tire Inc., Clementon, NJ; Dobbs Auto Tire Service, Inc., High Ridge, MO; Don Kieser Tire & Auto Service Lansdale, PA; Dixie Service Center Brunswick, GA; P. Lebzelter & Son Co., Inc., Lancaster, PA; Pat & Red's Tire Service, Inc., E. Stroudsburg, PA; Perry Bros Tire Service Sanford, NC; Perry Bros Tire Service Dunn, NC; Pompano Tire & Auto Service, Inc., Pompano Beach, FL; Palfin's Gonoco Station Iberia, LA; Stern's Auto Center Paramus, NJ; Raben Tire Co., Inc., Evansville, IN; Rawls, Inc., Lima, OH; Ravenna Tire Service Ravenna, OH; RUA & Sons, Inc., Coble Skill, NY; Rosen Tire Center Millford, MA; Reno Vulcanizing Works Reno, NV; Kauffman Tire Service, Inc., College Park, GA; Max Finkelstein Belleville, NJ; McGraw Tire Co., Junction City, KS; McWhorter's, Inc., Lubbock, TX; McAttee Tire Service Jefferson, IA; McCord Auto Supply Monticello, IN; Murphy's, Inc., Oakland, CA; McGee Tire Stores Lakeland, FL; Little Falls Tire Co. & Auto Servicenter Little Falls, NJ; Miami Tire Miami, FL; Moore's Retread Tire, Inc., Freeport, IA; Nutley Tire & Auto Servicenter Nutley, NJ; Schumacher Tire Service Grand Forks, ND; Southwest Houston Tire Houston, TX; Scher Tire Inc., Long Beach, CA; S&C Tire Diamond Bar, CA; Sooner State Tire Co., Oklahoma City, OK; Somerset Refinery Inc., Somerset, KY; Sam's Tire Service, Inc., Tacoma, Seattle, WA; Simple Simon Tire Co., Baton Rouge, LA; Superior Tire Las Vegas, NV; Wayne L. Trull, Inc., Rocky Mt., NC; Wholesale Tire Co., Farmington, MI; Warren Tire & Auto Glens Falls, NY; Windsor Tire Co., Stoughton, MA; Whiteman Tire Ellenburg, WA; Whiteman Tire Wenatchee, WA; Wayne Tire Fort Lauderdale, FL; East Fordham Road Tire Bronx, NY; McDonough Tire Mount Claire, NJ; Mike Gatto Melbourne, FL; Mohawk Service Danbury, CT; Neaton's Tire Service Dover, DE; North Boro Tire Northboro, MA; Mogel Tire & Wheel Wyoimissing, PA; Max Finkelstein Ronkonkoma, NY

Thank you for your bold public statement of loyalty.
It lifted our spirits when we needed it most.

R. E. Mercer
Chairman of the Board &
Chief Executive Officer

T. H. Barrett
President & Chief
Operating Officer

J. A. Bailey
Executive Vice President &
President North American Tire Division

J. W. Barnett
Vice President-
Replacement Tire Sales

D. E. Salyers
General Manager Sales
Replacement Tire Division