

A Situation We Are Striving to Improve

If you could visit the Goodyear factories, and yourself see the immense productive forces in action there, you would wonder how and where the enormous volume they deliver could find a market.

Over the shipping platforms, rumbling onward from the stockrooms to the waiting cars, day after day passes a total of finished product the largest of its kind in the world.

This total has been steadily growing since the conversion of our plants to a peace basis, when they were launched upon the heaviest production schedule of Goodyear Tires they had ever attempted.

Not only has this schedule been accomplished, but it has been repeatedly exceeded—our present output, for example, approximates the tremendous figure of 25,000 finished tires per day.

We give you this picture of our activities that you may know we have left no practical thing undone to satisfy the insistent demand for Goodyear Tires.

Yet notwithstanding all our preparations, made in anticipation of an extraordinary business, there still are hardly enough Goodyear Tires to go 'round.

Possibly you yourself have experienced some difficulty in getting Goodyear Tires for your car, as many Goodyear Service Station Dealers' stocks are very low.

If you have had such difficulty we ask you to absolve the dealer from any fault in the matter whatsoever—his shortage is due to our inability to build enough Goodyear Tires to meet public needs.

The situation is one we are striving constantly to improve—our every-day effort is to bring production nearer the point where supply will equal demand.

Until this is actually effected, we suggest that you anticipate your future requirements by placing a reservation order with your Goodyear Service Station Dealer.

Such action now will guard against any possible disappointment later, and will avert any inconvenience this temporary shortage might otherwise occasion.

In the meantime we are using every proper means to expand our production, in an endeavor to make Goodyear Tires as easy to get as they are worth while to use.

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AKRON