

Why the World's Largest Output is Too Small

It is an interesting and peculiar phenomenon that the heaviest emphasis on the superiority of Goodyear Tires should come from the public itself.

Surely nothing that we have written or said of Goodyear Tires speaks so impressively of their goodness as the public's own preference for them.

What tribute framed only in words, for example, could approach the tribute contained in the situation surrounding Goodyear Tires today?

In spite of the intelligent competition of some 300 other tire manufacturers, the demand for Goodyear Tires surpasses anything we have ever known.

It is this insistence on the part of the public, this refusal to be tempted even momentarily away, that makes it temporarily difficult for you to get Goodyear Tires.

Even our present enormous production, which for months past has approximated 25,000 finished tires per day, is insufficient fully to satisfy all needs.

Although our factories are delivering the largest daily volume ever attained

by a tire manufacturer, there still are not enough Goodyear Tires to go round.

Certainly Goodyear Tires must embody an unmatched dimension of value to be able to maintain a popularity before which even the world's largest tire output is too small.

Of course we are employing every proper means to enlarge our production and to establish ample stocks of Goodyear Tires everywhere.

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

Many Goodyear users already have placed such orders and have thus protected themselves against any inconvenience that might otherwise arise.

For our part we are undertaking the immediate expansion of our volume, in an endeavor to make Goodyear Tires as easy to get as they are worth while to use.

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