

Why Demand Continues to Outstrip Production

You are doubtless familiar with the situation surrounding Goodyear Tires, and our difficulty in supplying promptly the enormous demand for them.

Possibly you yourself, in anticipation of your future requirements, have deemed it wise to place a reservation order with your Goodyear dealer.

It is likely you have wondered, why, with a production enlarged beyond any previous figure, such precaution to insure getting Goodyear Tires should be necessary.

Surely it is a strange condition, that despite such production and the intelligent competition of the manufacturers of some 300 other brands of tires, Goodyear Tires should continue to be oversold.

The true explanation of this condition concerns no other thing than the remarkably fine service Goodyear Tires everywhere deliver to users.

You people who have used Goodyear Tires know by how uniformly generous a margin this service exceeds that commonly given by ordinary tires.

To those who have not used them, we wish especially to emphasize that the present unmatched popularity of Goodyear Tires rests wholly on the merit they embody.

No fictitious discounts, no delusive guarantees, no expedients of any sort have been employed to stimulate artificially the favor they normally command.

At present we are devoting our whole energies to the problem of fulfilling as soon as possible every call for our product that may arise.

For months past, the production of our Akron factories has approximated 25,000 finished tires per day, while the daily output of our Canadian plants has well exceeded 2,000.

Work is already under way, now, for the establishment of a plant in Los Angeles which will allow us several thousand tires additional daily volume.

These figures, representing by far the largest tire production in the world, reflect with what earnestness we are endeavoring to make Goodyear Tires easy to get everywhere.

GOODYEAR
AKRON

