

The Logical Consequence of Satisfactory Service

We have said that nothing in the history of the tire industry approaches the intensity of favor in which Goodyear Tires today are everywhere held.

In support of this assertion we have only to cite the present situation, in the light of the enormous production our factories are delivering.

Last week, for example, our Akron plants alone averaged the immense figure of 26,230 finished Goodyear Tires per day, while the daily output of our Canadian factory was well beyond 2,000.

Even this amazing total is so plainly insufficient to meet all demands that we are now at work on a plant in Los Angeles which will afford an additional daily capacity of several thousand.

It can scarcely be deemed peculiar, in view of the remarkable performance of Goodyear Tires, that public preference for them should be so pronounced.

The leadership they enjoy is no more than the logical consequence of the fine and faithful service Goodyear Tires have year after year given users.

Purely by virtue of such service, and without the aid of fictitious discounts, delusive guarantees or like expedients of any sort, has the present unparalleled demand for Goodyear Tires been aroused.

Certainly a product must embody a conspicuous dimension of value thus to win the allegiance of the largest single group of tire-buyers in the world.

We are constantly striving to expand our present production, in an endeavor to establish ample stocks of Goodyear Tires everywhere.

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

We also suggest that you let this Dealer show you how to care properly for the Goodyear Tires you now have, as a means of assuring you their maximum usefulness.

Your return from such care will be not only increased satisfaction, but a very material profit in added mileage.

GOODYEAR
AKRON