

Why Should the Public Show This Remarkable Preference?

Today, public preference for Goodyear Tires has assumed such immense proportions, as to make even the maximum productive capacity of our factories all too small.

In other words, although our present volume is the largest ever attained by a tire manufacturer, there still are not enough Goodyear Tires to go 'round.

What causes the public to demand Goodyear Tires in such quantity as to make even our enormous production (approximately 25,000 finished tires daily, Akron — 2,000 finished tires daily, Canada) insufficient?

What underlies the remarkable public preference that leads us, in the hope of meeting needs in future, to undertake work on a plant in Los Angeles having several thousand tires additional daily capacity?

Could it be anything less than that Goodyear Tires deliver matchless satisfaction, and that under every condition their performance is superlatively fine?

Surely, the world's largest single group of tire-buyers would not year after year sustain Goodyear leadership, did Goodyear Tires not yield them exceptional service.

We are employing every proper means to expand our present production, in an attempt to make Goodyear Tires as easy to get as they are worth while to use.

In the meantime we suggest that you let your Goodyear Service Station Dealer show you how to care properly for the Goodyear Tires you now have, as a means of assuring you their maximum usefulness.

He will be glad to instruct you in the application of Goodyear Tire-Savers, which are designed especially to prevent troubles and to prolong tire life.

By following his recommendations you gain not only increased satisfaction, but a very material profit in mileage as well.

GOODYEAR
AKRON

