

The Responsibility Is Entirely Our Own

While many Goodyear Service Station Dealers have fairly adequate stocks of Goodyear Tires, there are other such dealers whose stocks are very low.

Occasionally a Goodyear user who is unable to have his wants filled by one of these latter dealers is inclined to blame the dealer for his disappointment.

Almost always such a dealer is without fault in the matter, and the responsibility for his shortage is entirely our own.

The truth is, that in converting our business back to a peace-time production basis, we failed adequately to estimate the full measure of Goodyear Tires' popularity.

With the signing of the armistice and the completion of our obligations to the government, we embarked our factories on the heaviest tire production schedule they had ever known.

Basing our estimates on pre-war demands and allowing for what we thought to be a generous margin in addition, we felt reasonably certain that our program was sufficient.

Although we have accomplished this schedule—and have since even exceeded it—there are still hardly enough Goodyear Tires to go 'round.

In other words, our production, which, during the past 2 weeks, averaged the enormous figure of 24,103 finished tires per day, is yet insufficient fully to satisfy public demand.

Of course we are employing every proper means to remedy this condition, 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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