

Is It Worth While to Wait?

From time to time, in an endeavor to save you from possible disappointment, we have suggested that you anticipate your future requirements for Goodyear Tires.

We have recommended that you do so by placing a reservation order with your nearest Goodyear dealer, so that when your need appears he can meet it promptly.

Very probably you have asked yourself if even the slight trouble of this precaution were justified, in view of the many good tires that are now on the market.

Possibly you have questioned if Goodyear Tires do so far excel those tires that are plentiful, as to make it worth while for you to wait for them at all.

In answer we can only point to the situation in which we now find ourselves, and the goodness of Goodyear Tires as evidenced by their present unmatched position.

Our factories are delivering the largest daily volume ever attained by a tire

manufacturer; their present output approximates 25,000 finished tires a day.

Despite the immensity of this figure, which we are striving constantly to expand, our production is still insufficient fully to satisfy all public demands.

Nothing in the history of the tire industry approaches the intensity of favor in which Goodyear Tires today are everywhere held.

It is significant that this enormous demand is made up of no other thing than the normal, widespread, and steadily growing preference for Goodyear Tires.

No fictitious discounts, no delusive definite mileage guarantee, no expedients of any sort have been employed to stimulate artificially the even march of sales.

On the intrinsic merit of the product, and the service it has year after year delivered, rests the unexampled leadership that Goodyear Tires enjoy.

Certainly nothing less than conspicuous superiority could thus win and hold the allegiance of a plurality of the sensible motorists of the world.

GOODYEAR
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