

12 Rules for Tire Health

DO YOU race your car up to traffic lights and then slam on your brakes? Do you take corners at high speeds? Gun your motor in second or low? Or bump into or over curbs? If you do, your annual tire bill is from twenty-five to fifty percent higher than it should be, according to studies made by tire engineers of the B. F. Goodrich Company, of Akron, Ohio.

And even more important, such treatment may well lower the high factor of safety built into your tires to protect life and property—your own and other people's!

Years of research and millions of dollars have gone into the design of tires that today carry your car over rough mountain roads and high-speed superhighways with equal safety and freedom from trouble. But like the automobiles that ride on them, they will stand neglect for a limited time only. Once they become weakened or damaged by neglect or abuse, they are as dangerous as worn-out brake linings that no longer will stop your car quickly, or a cracked axle that might break when least expected.

To help drivers maintain their tires in good condition at all times, Goodrich engineers have compiled a set of simple rules which they believe will help motorists to prolong the life of their tires and reduce the number of accidents due to tire failure. The twelve rules, consisting mainly of "don'ts," are presented on the opposite page.

It costs plenty to neglect to keep your tires pumped up. Remember, air's free and gas-station attendants are helpful

Shift your tires occasionally from wheel to wheel for even wear, and include your spare in the program. Wheel alignment is important to tire life, and should be checked often

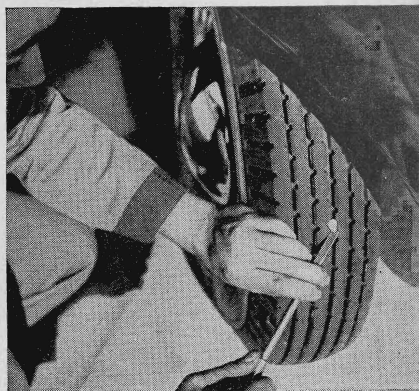




Keep tabs on a new tire, or one just repaired. It may lose several pounds in the first few minutes after it is fully inflated

STRETCH OUT YOUR TIRE LIFE

- 1 DON'T let tire pressure fall below the maker's recommendations.
- 2 A NEW tire, or one that has just been repaired, may lose pressure soon after inflation. Check it after a few miles.
- 3 DON'T run a tire constantly on the same wheel. Shift your tires from wheel to wheel for even wear. Include your spare.
- 4 DON'T rely on the theory that it is all right to run old tires on back wheels. A rear-tire blow-out can be fatal.
- 5 DON'T go around corners at high speeds. It wears tires faster than anything else.
- 6 EXCEPT to prevent an accident, don't slam on the brakes. The most gradual braking possible is best for tires.
- 7 HAVE your wheel alignment checked occasionally, rear as well as front.
- 8 LOOK over your tires often for stones, nails, cuts, and bruises.
- 9 DON'T drive too fast on hot, dry roads. Extreme heat hastens deterioration.
- 10 START up gently. Don't spin your wheels by gunning the motor in low or second.
- 11 DON'T bump into curbs or run over them. Tires have not yet been perfected that can stand this kind of abuse.
- 12 IF YOUR car begins to steer queerly, slow down, pull off the road, and inspect all four tires carefully. The action often means a tire is preparing to blow out.



Sharp stones, nails, tacks, and other objects should be removed promptly before they cause damage. Never drive a tire against or over the curb

