

# 12 Rules for Tire Health

**D**O 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

