

ROGER WARD knows how to get every safe mile possible out of his tires. This photo was taken in 1966, Ward's last year in competitive racing.

and the inside checked for possible cord damage.

Bubbles that indicate rubber layer separation are cause for immediate replacement also. A young tire with a sidewall bubble should be taken back to the point of purchase for warranty consideration.

SUSPENSION ADJUSTMENTS CRITICAL TOO: Proper alignment of a car's front-end will help to get more miles out of a set of tires. And if you rotate tires regularly, accurate front-end alignment will improve the wear of all road tires.

Another point to remember is that shock absorbers also should be checked regularly for effectiveness and correct operation. If the shocks are weak they won't keep those tires on the road and frequent bouncing impact will take its toll in shortened tire life.

High-mileage cars should have their ball joints checked since wear of these components also can lead to rapid tire wear. Maintaining regular wheel balance is another key to longer tire life. The wheels should be balanced according to the car maker's suggestions, or when you feel any unusual minor vibration in the chassis or steering.

STARTS, STOPS, CORNERS AND CURBS: Even if you're in a hurry, you should take your time when pulling away from a stop. On the other side of the coin, you should never as a habit use the panic stop, or other such hard-driving techniques as late braking, unless you absolutely must as an evasive maneuver.

Taking corners and curves at high speeds is one of the best ways I know to reduce tire mileage. When your car builds up a lot of forward momentum, and you ask the tires to absorb the sideways force of a quick turn, you're burning rubber.

If you must drive over curbs or driveway entrances where you work or where you live, take them very slowly. A curb taken at high speed can do more damage to ply cords than the average driver knows, and a wheel can be deformed or even destroyed.

WATCH THE WEATHER: When the weather turns extremely cold, tire pressure drops approximately one pound for every 10 degrees drop in temperature. Conversely, tire pressure increases by one pound for every 10 degrees rise in temperature.

Regular tire pressure checks should catch pressure changes due to temperature shifts. But the driver who travels from a cold northern state to a warmer part of the nation—or vice versa—should be particularly alert to the need for tire pressure adjustments.

TURNPIKES AND FREEWAYS: Finally, a tip that will destroy one of the oldest and most harmful myths about tire wear.

Ask almost any driver how he should prep his tires before doing any prolonged high-speed driving and he'll tell you to take out some air. And he'd be wrong. You're supposed to add air—about 4 psi over normal, in fact.

Auto Dealers Strive For Safe Driving

More than 25,000 automobile dealers will begin their annual highway safety campaign this spring to make motorists more safe driving-conscious.

The year-long program involving new car and truck dealers is conducted by the Auto Dealers Traffic Safety Council. The ADTSC is sponsored by the Highway Users Federation, a national, non-profit organization of more than 600 business and industry groups concerned about efficient, safe highway transportation.

Theme for this year's program is "automobility," defined by the Council as the freedom provided by the "most personal, convenient form of transportation, the car."

Goals for the Council's 1973 program are:

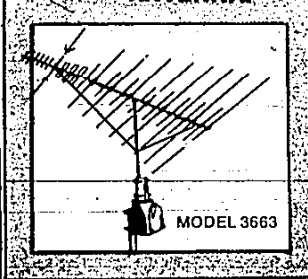
- Reduce accidents by encouraging safe driving habits, vehicle maintenance and highway improvements;

- Combat inaccurate and unreasonable attacks on personal mobility;

- Dramatize highway transportation's importance in people's daily lives.

"Response has been immediate and enthusiastic and we anticipate 100 per cent participation by Council members."

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