

# Tires are always on the job

Your car tires need proper care because they're at work even when you're on vacation.

The most important part of tire care is air.

Too much air — overinflation — and too little — underinflation — means the tire is not carrying its load properly. Either condition can cause uneven tire wear. Underinflation is likely to shorten the life of the tire.

Underinflated tires also waste fuel because they put needless drag on the engine.

Long trips increase the possibility of underinflation because of the added weight of luggage and people. This additional weight combined with sustained high-speed turnpike and interstate driving means more air should be put into the tires.

Before leaving on this type of trip, increase the air pressure four pounds over the car manufacturer's recommended cold tire pressure, but not over the maximum inflation limit shown on the tire's sidewall.

Make your inflation checks before starting out because tires give higher inflation readings after they have been run a few miles. Never bleed air from hot tires because this increase in pressure is normal. Recommended "cold" inflation levels take this increase into account.

Wheel balance and alignment also should be checked before a long trip. Both affect tire wear.

Finally, don't forget to check the air in the spare.



**Underinflated**

Tread Contact With Road



**Overinflated**

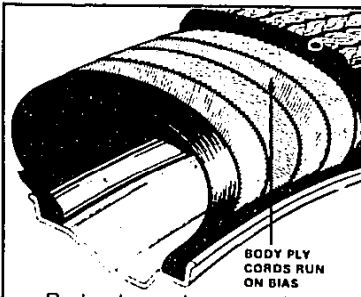
Tread Contact With Road



**Proper Inflation**

Tread Contact With Road

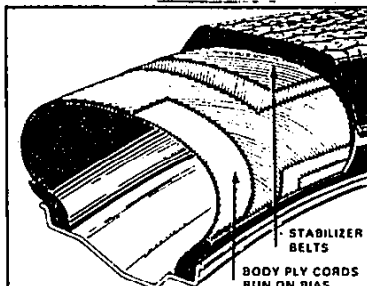
## Bias Ply Tire



BODY PLY CORDS RUN ON BIAS

Body ply cords run on bias from bead to bead. Built with 2 to 4 plies... cord angle reversed on each ply. Tread is bonded directly to top ply.

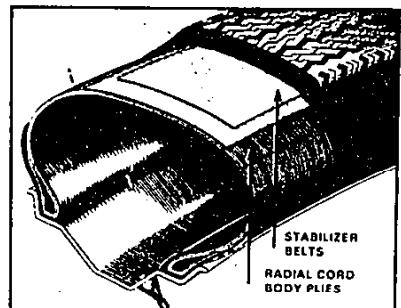
## What's Inside a Tire Belted-Bias



STABILIZER BELTS  
BODY PLY CORDS RUN ON BIAS

Stabilizer belts are applied directly beneath the tread. Body ply cords run on bias, similar to conventional construction.

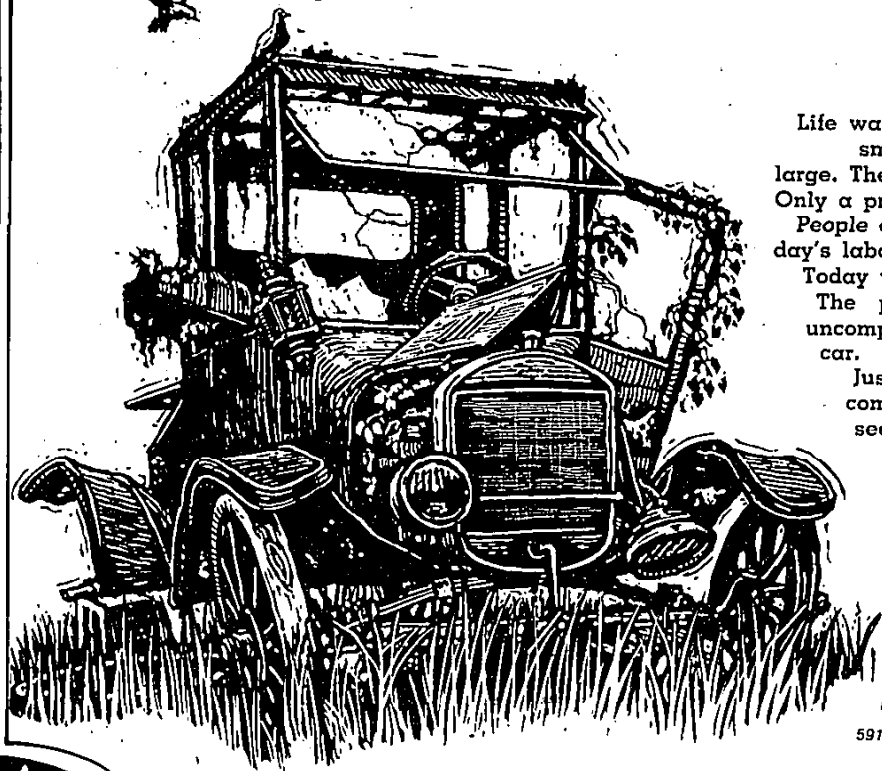
## Radial



STABILIZER BELTS  
RADIAL CORD BODY PLYS

Radial ply cords run straight from bead to bead with stabilizer belts applied directly beneath the tread.

# JUST FIFTY YEARS AGO...



Life was much simpler. Your choice of automobiles was small ... and your choice of a parking place was large. The butcher and baker were your trusted neighbors. Only a privileged few attended college.

People often went out without locking their doors. And a day's labor could mean 10 hours of work.

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