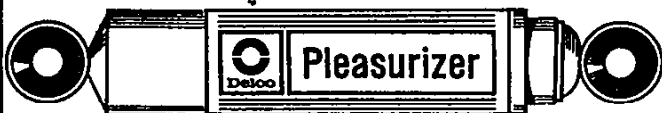


How to tell when your shocks are bad.



You can feel when your shocks start to go. Your car will go "thunk" when you hit a pothole. Every railroad track will feel like a washboard. And your car will tend to rock and sway even under normal driving conditions.

If your shocks are over two years old, odds are they should be replaced with a set of Delco Pleasurizers.

You can try Delco Pleasurizers on your car for 90 days.

If your car doesn't ride and handle better from the first day -- you can have your money and your old ride back.

Delco Pleasurizers -- the modern replacement for worn shock absorbers--have these outstanding features:

- Genetron® gas-filled cushion
- Nylon-skirted piston
- Low-pressure multi-lip seal



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What Tires Are Best For Driving Conditions In The Suburbs ?

Say you live on the west or northwest side of Detroit, in one of the expressway suburbs where a car is a necessity, mandated by no public transportation and discouraged by a lack of sidewalks.

The chances are you will become a "replacement tire" buyer. The tire companies already depend on you.

Two-thirds to three-quarters of American tire companies business is selling second sets of tires.

How do you get through the rubber jungle with the least amount of harrassment?

You probably already missed your first chance.

In buying a new car, one of the biggest bargains is expensive tires as a "new-car option." Besides being able to pay for the expensive "booties" for your new car on a payment plan, the "option" price is a lot less than you would pay to a tire dealer.

For instance, a steel-belted radial tire is offered on a new compact as a \$85 option. Five identical tires at the tire dealer across the street cost \$165 with a trade-in of the car's original equipment tires.

But that's too late now, the old balogna skins on the family bus are showing their age, and its time to get new tires.

If you live in Observerland, you probably drive under a wide variety of roads and conditions.

You bounce out to the main drag over a gravel roadbed that is supposed to "keep down" the traffic" according to your neighbors, slam through the potholed concrete streets typical of the west side of Detroit, and tour at 80mph (be honest, now) on the lacework of expressways.

This generally demands a pretty good tire.

Today you get a choice between "belted," "bias-ply," and "radials."

At least one tire manufacturer has tried to eliminate the confusion in his ads, which did more to publicize the confusion rather than clear it up, but working from the ground up helps.

The tread of a tire tends to squish a bit when it is forced out of round by the weight of the car. "Belts in the tires lie just under the tread, and are aimed at eliminating the squish.

So belts are good, but they cost some money. They are made of steel, or synthetic fibers -- add considerable mileage and resistance to blowouts.

With a non-squishy tread, the next choice is sidewall radial or "conventional."

Basically a radial tire is built with the sidewall fibers running around the tire -- like you would wrap a ribbon around a doughnut.

This makes the sidewalls squishy -- and in fact radial tires often look a little flat from outside the car.

The "give" in the sidewalls allows the tread to track truer, and keeps the tread flatter on the road in corners.

But bias-ply tires are cheaper, and there doesn't seem to be any way, in the near future, the tire companies are going to bring the price of radials (they start at about \$40 a tire) down.

On a used car, (even if you did the using), the belted tires, whether radial or bias ply, could easily last longer than you intend to keep the car.

But getting back to the suburban commuter -- it is nice to know you have good tires when you are driving in the rain and the mad genius of the State Highway Dept. throws you another curve on I-696.

If you are interested in the socio-economic effects of your tire purchase, consider this:

Dupont Corp. has invented a new tire fiber, that could extend tire mileage.

Uniroyal Corp. recently introduced a steel-belted radial tire.

Belted tires are getting extremely popular.

Allt his points to longer mileage -- but Wall Street, aware of how the tire companies depend on replacement sales, has reacted coolly.

So drive more. So drive more, keep America green.