

Rolling Around

By JIM CALLAHAN — Herald Auto Editor



We have collected so much valuable information on the very important subject of tire buying, that it will be necessary to handle it in two columns. We feel that this very vital phase of motoring justifies complete reporting and think that you will agree after you have read the results of our research. For the first phase of the topic we want to discuss retreads as a tire buy for the motoring public.

It is doubtful if there is any motoring need about which so much misinformation has been tossed about as the often maligned retread. A good deal of the erroneous data was the result of World War II experience with inadequate reclaimed tires. Strangely enough many motorists who had one bad experience with a re-cap put on a World War II casing with 100,000 miles already on it have never recovered from this incident and continue to lump all retreads in the category of "bad." Such a point of view is extremely unfortunate and we hope to try and state the facts clearly enough that such motorists will realize how superior the retread of today is.

In considering the purchase of retreads or the advisability of having your present tires retreaded, the paramount factor to be considered is the condition of the casings. Let us assume that you have a set of tires on the family car that you purchased new; that there are first line tires as they have worn the tread off over a two year period. You have never had a blow out, or injured the casing in any way to the best of your knowledge. For you, a retread is a very excellent investment.

An ethical retreading firm, using first quality rubber and backing up its work with a guarantee, will scrutinize your casings to make sure that they are suitable for retreading. They aren't going to risk their reputation by putting you on the road with retreads on damaged casings.

Just what have you accomplished by getting these top quality retreads instead of buying new tires? Economically speaking you are merely assuring yourself of realizing a greater dividend from your initial new tire purchase. You paid a good price for these tires, the casings are still good and injury free. The area that has been subjected to road wear will be restored and you will be driving with good, adequate tread bonded on to your casing in such a manner that you may travel with complete peace of mind. You are just as well off as you were when you first rolled this set of tires down the highway. You had already invested some 75 per cent of your new tires purchase in these casings, you are further amortizing that investment by having the high quality retreads placed on those casings for many thousands of additional miles.

Just how good are present day retreads? Good enough that top line retreads are used in competition driving, by leading commercial and private aircraft users, contractors who handle thousands of dollars worth of earth moving equipment and the nation's truck transport industry which travels thousand upon thousands of safe miles with retreads.

What is retreading? Retreading is the art of placing new rubber treads on tire casings. These treads, on a quality retread sweep around the road surface over on to the side-walls or shoulders of the tires. There are five very important steps in the retreading process as it is conducted by quality retread firms.

1. Inspection of the casing to determine fitness.
2. Buffing and trueing the tire.
3. Building the tire by putting on new rubber.
4. Molding and putting design in the tire.
5. Final inspection and balance.

Skilled retreaders maintain that craftsmanship on the part of the individual worker is more important than the equipment. As one expert stated: "You can have the best

machinery but unless you have the know how to go with it, you can't turn out a top flight job."

Now a word of warning. No

business offers such opportunity for the fast buck to unscrupulous operators as the retread business. But let's not condemn the whole industry because of these fly-by-night operators. Let's find out how to recognize them and their methods. Here again the old axiom applies: "You generally get what you pay for." You are in the market for a set of retreads. You want to have your present casings retreaded or trade your casings in on available retreads. The very first thing you want to do is investigate the prices at your established local tire dealers and retreading houses. Find out what

kind of rubber is used, what kind of guarantee goes with the work, and get him to show you a break-a-way or sliced model of the work that he does. He'll be glad to answer all your questions. The established retread tire shop wants your repeat business. He's not interested in unloading a set of unsafe tires on you for a quick, exorbitant profit. He can't stay in business that way. Your tire dealer wants your retread business and he also knows you are a potential new tire buyer and you'll judge his entire operation by your experience with his retreads.

Now we'll tell you exactly where you can go in our community for top quality guaranteed retreads and be sure of what you are getting. In other words, we have done the preliminary shopping for you. We have talked tires with these firms and they have assisted us in the preparation of this article. All of these firms sell new tires and they are interested in selling new tires but they are interested in their responsibility to the community's motorists. Because of this, they have been willing to perhaps, jeopardize a certain amount of new tires sales in order to come to the defense

of the retread as a good buy for those motorists who wish to invest in this kind of tire.

Vincent's Tire Service, operated by Bill Vincent and located on Carson, is a top flight, high quality retread house. Bill is a craftsman. He's been in this area a long time and he knows his business. If you can not afford to get your whole set retreaded, Bill will do one tire a week for you and give you a loaner. Don't stand short because of the financial aspect.

Goodyear Tire Service offers top flight, guaranteed retreads to the motoring public. Ed

Mauldin of Goodyear has helped us a lot in preparing this article.

Firestone Tire and Service Store on Marcellina is another source of high grade retreads backed by a national firm.

B. F. Goodrich Store on Gravens is yet another first line firm backing up their retreads with an established reputation.

There are many other reputable firms that will give you an honest dollar buy in retreads.

Use the yardstick we have been talking about and you'll be assured a good deal. And

remember, although some may take us to task for saying it, a good top quality retread can be a better, safer buy than certain cheap new tires.

Palos Verdes Players Present 'Janus' Here

Palos Verdes Players will present repeat performances of "Janus" Friday and Saturday at Malaga Cove Auditorium.

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