

# B. F. Goodrich Holds 3-Day Grand Opening



GRAND OPENING AND GIFTS  
B. F. Goodrich store at 1323 Cravens ave., opens officially this week end with a three-day celebration.

## Deluxe Tubeless Tire For 1957 Model Cars

A completely new tubeless passenger car tire, re-engineered inside and out for better appearance, easier ride, and improved safety performance, is announced by B. F. Goodrich Tire Co.

The new tire, named B. F. Goodrich Deluxe Silvertown, is being produced in both 14 and 15-inch sizes for 1957's long, low, high-powered cars. More than 80 per cent of the 1957 cars are equipped with 14-inch size tires. The latest engineering accomplishments — in construction, compounds and treads — are being built into both sizes to meet public demand for tires that match the higher horsepower and longer, lower styling of new cars.

Both sizes have a modern, simplified sidewall design with narrow whitewall styling. This gives the tires a smaller appearance and adds to the longer, lower look of new cars. The white portion of the sidewall, unmarred by lettering of any kind, is about one inch or more smaller in width than the present 15-inch tire. With the whitewall narrowed, engineers were able to lower the curb guard, giving the whitewall better protection from scuffing. Although the 14-inch tire is about one inch smaller in over-

inch but at two pounds lower air pressure.

The deluxe Silvertown's new tread design runs quietly, gives a soft easy ride and affords maximum traction and skid resistance.

An integral part of the new tire is B. F. Goodrich's patented inner liner which provides puncture resistance and protection against bruise blowouts. The 15-inch deluxe Silvertown with all the improved features will fit 1956 and older cars.

### First in Nation

California motorists, truck and bus operators rank first in the nation in the purchase of replacement tires, according to B. F. Goodrich Tire Co. Most recent figures show that tire sales in California amount to more than \$135,000,000 annually with Texas, New York, Pennsylvania and Ohio trailing in that order.

The greater Los Angeles area, alone, accounts for annual purchases of \$33,000,000 for replacement passenger car tires and \$15,000,000 for replacement truck tires. California leads all other states in the number of car registrations and the number of persons employed in highway transportation.

## PRIZES INCLUDE BIKE TIRES, PORTABLE TV

To mark the official opening and give shoppers an opportunity to inspect its new retail and auto service facilities, the new B. F. Goodrich store located at 1323 Cravens ave., will hold a three-day open house celebration beginning Thursday, February 28.

Ronald J. O'Brien, manager of the new store, reports that grand prizes to be given away Saturday evening March 2, will close the open house festivities. Among the prizes to be won by lucky visitors will be a B. F. Goodrich Schwinn-built bicycle, one set of four "Safetyliner" tubeless tires and a portable Motorola TV set.

Other prizes include a Motorola car radio and automatic skillet. There will be free gifts, as well as yo-yos, and balloons for the youngsters.

"We are sure that our new service facilities and our departmentalized display section of B. F. Goodrich auto and home supplies will appear to Torrance area shoppers. Every section of the new store and service area has been designed for customer service. Ample parking space, a spacious service area, and a modern display of merchandise in the showroom make it easy for customers to shop and select needed items."

A service truck carrying air compressors and other tire changing equipment will operate out of the new store to give fast emergency service to motorists at home or on the highway, O'Brien pointed out.

Included at the new location is new equipment for wheel balancing, tire and battery service. In addition to B. F. Goodrich tires, accessories and other automotive items, there is also a full line of home items such as radios, television sets, bicycles, large and small appliances.

### Easier Steering Tires

Motorists who buy 1957 model cars are riding on more dependable and easier steering tires, whether they are the new 14-inch size or the familiar 15-inch size, according to Ronald J. O'Brien manager of the B. F. Goodrich store in Torrance. McDavitt said that the latest engineering accomplishments in construction, compounds and treads are being built into both sizes to meet public demand for tires that match the higher horsepower and longer, lower styling of new cars.

### Tubeless Tire Era

It is impossible to estimate the tremendous number of high-speed blowouts and the corresponding deaths that would have occurred on our new super highways had not the tubeless tire been developed, according to Ronald J. O'Brien, manager of the new B. F. Goodrich store in Torrance. The tubeless tire eliminates tube hazards. Outstanding success of this BFG development has earned a place for tubeless tires on most 1956 model trucks, on military and commercial airplanes and on earth-moving equipment.

## O'Brien Will Manage Local BFG Store

Ronald J. O'Brien, 21917 La-deene st., Torrance, has been named manager of the new B. F. Goodrich store at 1323 Cravens ave.

O'Brien joined B. F. Goodrich in 1954, following two years of service in the US Army. His first assignment with the company was in Long Beach where he was a dealer budget manager. He became credit manager for the BFG store in Burbank in 1955 and transferred the following year to the company's East Los Angeles store as credit manager.

O'Brien was born in Los Angeles, attended Pasadena City College for two years and was a student at San Jose State College before entering the Army in 1952. He and Mrs. O'Brien, formerly Anne Curtis of Pasadena, have a daughter, Susan, 16 months old.



DELUXE TIRES  
Looking at a section of a new deluxe tubeless passenger car tire are (l-r) Ronald O'Brien, manager, Ralph Mains, outside salesman, and Bob Leftwich, serviceman.

## Speakers Offered To Clubs

A new public service program that will make speakers available to service clubs, civic groups and other organizations that seek speakers for their meetings, is announced by The B. F. Goodrich Company.

Ronald J. O'Brien manager of the company's new Torrance store, reports that a number of B. F. Goodrich men who are active in community affairs and qualified to talk on a number of topics are available as guest speakers.

"This is not a new activity," he said. "For many years B. F. Goodrich people have accepted invitations to speak as a part of their civic responsibility. But now a Speakers' Bureau offers speakers as a public service to tell the story of industry and show how research, new marketing techniques, new product developments and other advancements in the field of manufacturing and selling will raise our standard of living even higher than it is today."

"We believe that such information related by men who have spent many years in industry and speak from personal experiences, can help to create a greater appreciation for American creative enterprise and the opportunities it provides."

A prime purpose of the new speaking program, O'Brien said, is to provide interesting information about industry and its contributions to our everyday lives. "We believe that persons attending meetings should be rewarded with interesting and worthwhile information for the time they spend listening," he said.

## Inspect Your Car Before You Travel

Statisticians figure that about 66 million Americans are taking vacation trips in their automobiles this year. A fair share of those millions start the trip without first making sure that their cars are mechanically safe.

"Such negligence," says Ronald J. O'Brien, manager of the new B. F. Goodrich store in Torrance, "is pure foolhardiness. No matter what age your car may be, you owe it to yourself and to others on the highway to make sure that it has no mechanical defects."

"This warning applies doubly strong," he said, "to those who are driving older cars. Nearly 6,000,000 cars now on the road were built before World War II, 15 years ago. The happy vacationer is the wise one who has his car checked by a competent mechanic at the same time he is studying road maps and making other vacation plans."

Among the things that should be checked are the headlights, brakes, ignition system, tires, battery, steering, radiator and fan belt.

## Motorists Urged To Sign Traffic Safety Pledge

All Torrance motorists are urged to enroll in the nationwide "Safe Driver League" in support of President Eisenhower's Committee for Traffic Safety to reduce highway accidents.

Ronald J. O'Brien, manager of the new B. F. Goodrich store in Torrance, said drivers can join the League by signing a pledge to drive carefully and safely at all times. Each motorist will receive a safety reflector shield identifying him as a member of the League, and a booklet, "How to Drive and Stay Alive."

The League is sponsored by the B. F. Goodrich co. and its retailers throughout the nation in an effort to emphasize the need for more careful driving as a means of cutting down traffic accidents. "Last year," O'Brien said, "40,000 persons were killed in motor vehicle accidents. This was an increase of 1574 over 1955's traffic fatalities, and more than the total number of Americans killed in the Korean War. This year, unless something is done to curtail accidents, even more Americans

will lose their lives on the highways." He said the Safe Driver League is designed to remind drivers continuously that highway safety is each motorist's responsibility. Each signed pledge will be forwarded to the Safe Driver League national headquarters in Washington, D.C., for presentation to the President's highway safety committee. The pledges are available at BFG's new Torrance store. The reflector shield in itself is a valuable safety device, O'Brien said. "The need for highly reflective identification, such as this is becoming more and more apparent as an aid to preventing night-time rear-end auto collisions. In many accidents of this type the drivers involved have said that collision could have been avoided if they had seen the car ahead of them sooner," he said. Because the reflector shield is highly visible at night, it can provide added protection for a car that is disabled at the side of the road or parked on a dimly lit street.

# B. F. GOODRICH Grand Opening Thurs. Fri. Sat., Feb. 28, Mar. 1-2

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