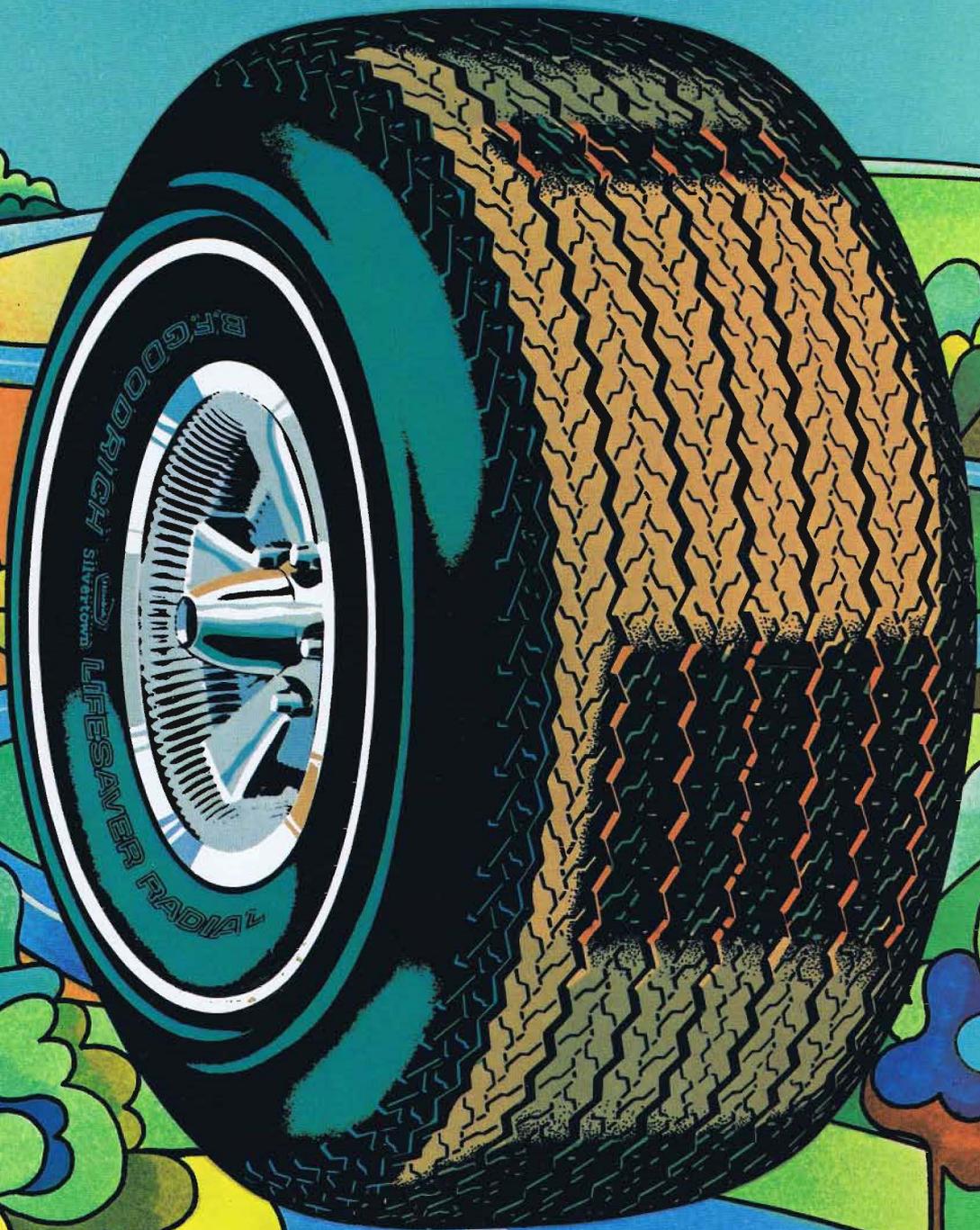


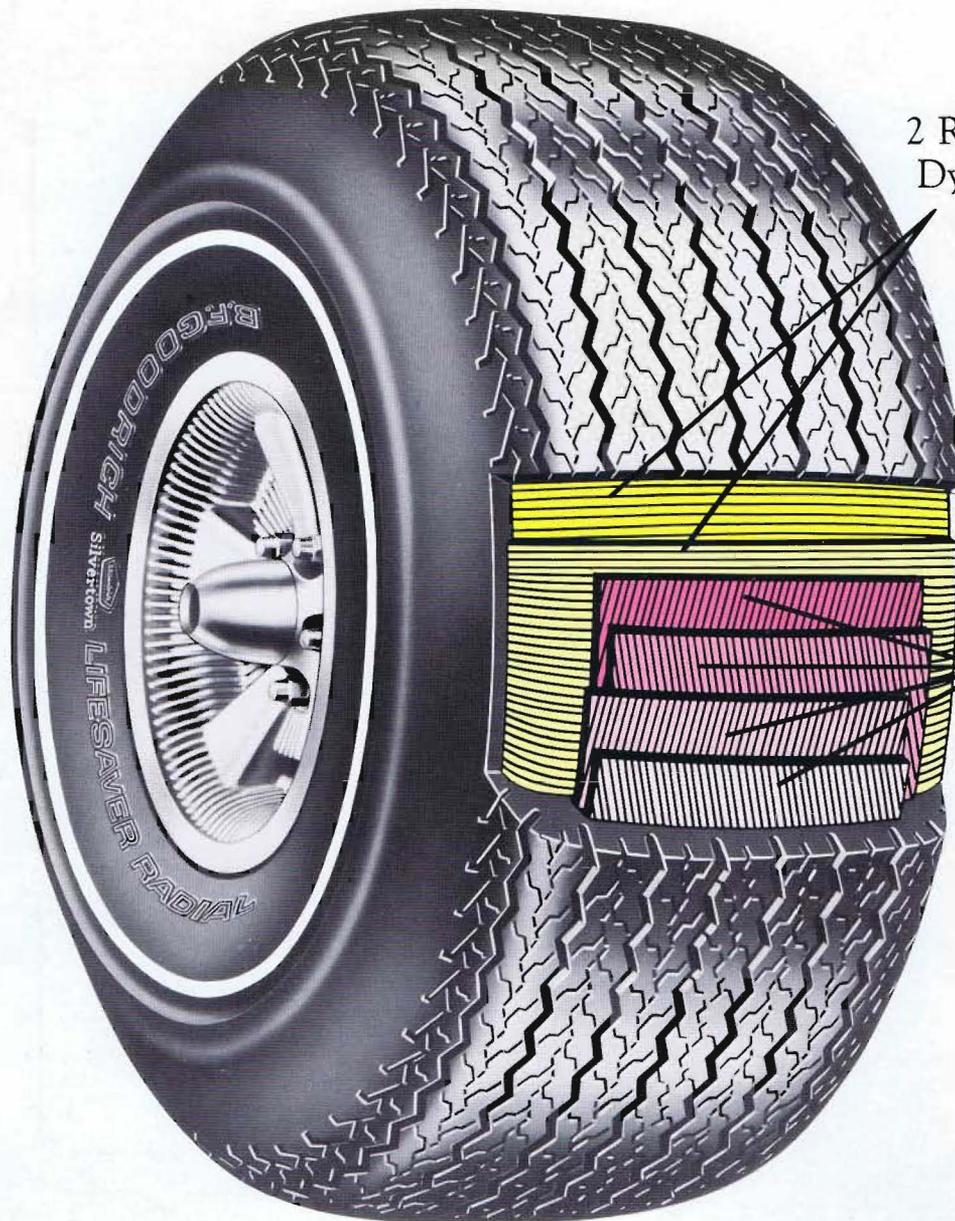
Presenting the new
B.F. GOODRICH LIFESAVER RADIAL



B.F. Goodrich

Made by America's leading
manufacturer of radial tires...
backed by a
40,000 mile guarantee!

Radial tire construction isn't new... but what B.F. Goodrich does with it is!



2 Radial body plies of
Dynacor® rayon cord
for smoother ride,
superior control.

4 belt plies of
Dynacor® rayon
cord for better
tread stability,
longer tread
mileage,
greater tire
strength.

NEW

70 Series Styling for the look and performance of the 1970's!

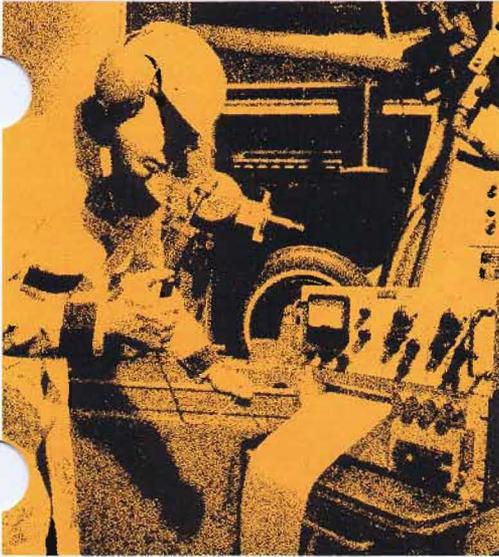
Wider Tread for improved control on wet or dry pavement!

Deeper Tread for longer wear, greater safety!

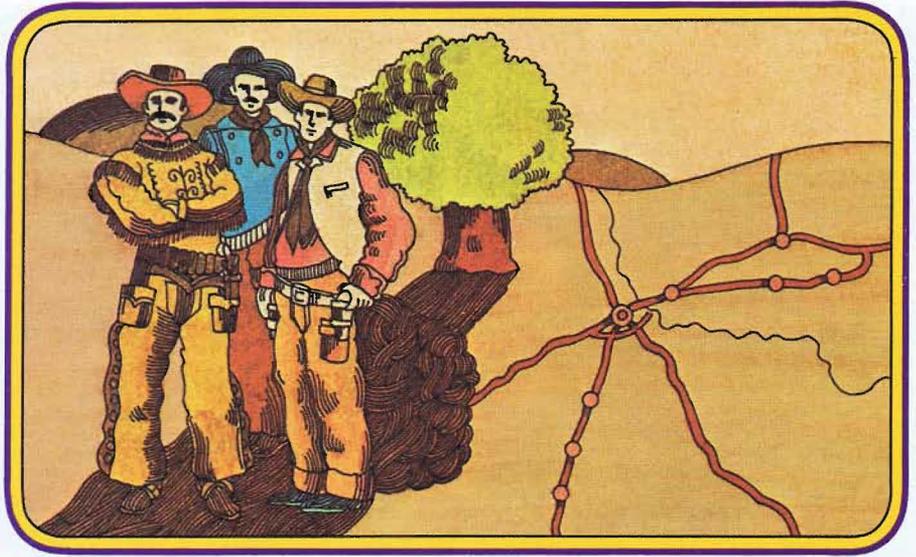
NEW

40,000 Mile Guarantee. Made possible by B.F. Goodrich's experience in building radial tires plus thorough testing in the lab, on the track, and in actual use on test fleets throughout the country.

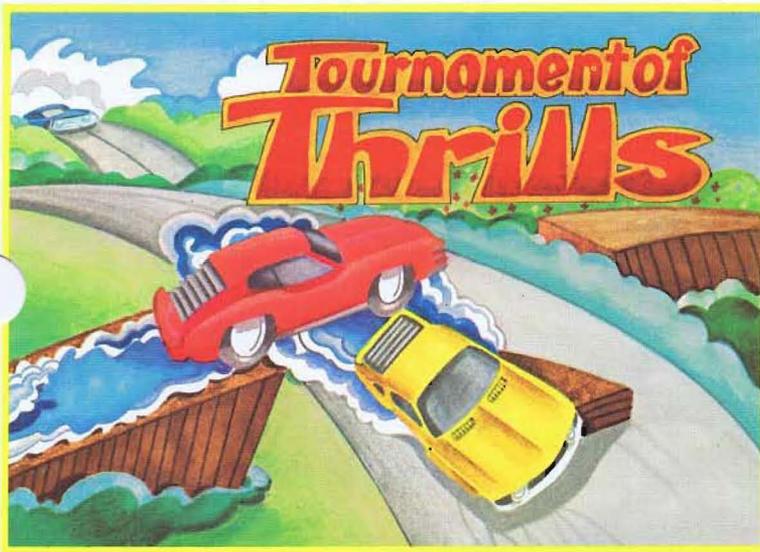
Performance proven during millions of test miles.



...in the lab



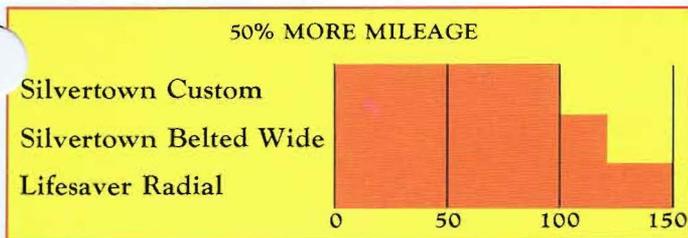
...on the Pecos test track and Davis Mountain



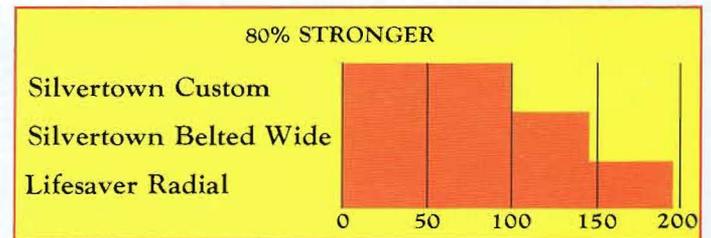
...by professional stunt drivers



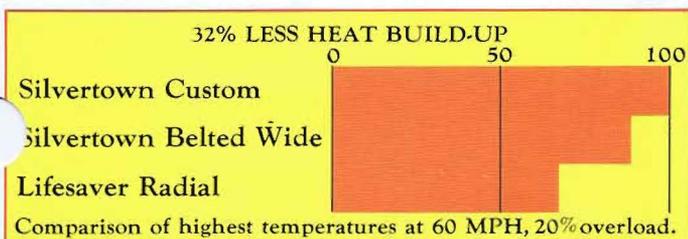
...and state highway patrolmen



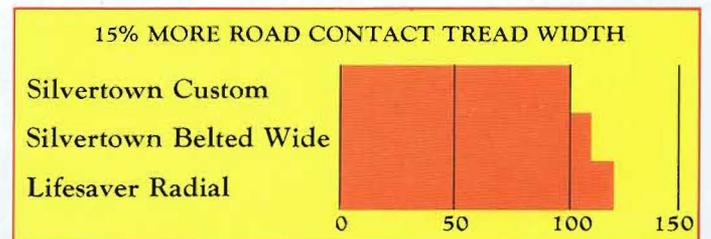
Here's why we can offer a 40,000 mile guarantee



Lifesaver Radials deliver that extra margin of safety



Less heat means longer tire life



You get better traction on all road surfaces

Here's what the people say about the New B.F. Goodrich LIFESAVER RADIAL.



Ride

"Very smooth riding compared to bias-belted tires"

"At high speeds the ride is like velvet"

"The best I have ever driven"



Handling

"No vibration in steering wheel . . . car very easy to handle"

"Made the car handle very well in turns"

"Could not be better"



Control

"Superior car control under all conditions"

"Holds on wet pavement very good"

"Steering control is excellent"

Cornering

"Positive reaction on corners . . . no plowing"

"Didn't roll on the corners"

"Flexing sidewall gives sure reaction in cornering"

"Very good adhesion in tight cornering"



Tread Wear

"There's 30,000 miles on them now, and we're expecting 45,000 or better. The best any other tire has done for us is 12,000 to 13,000 miles. And we've tried them all."

B.F. Goodrich Lifesaver Radial 40,000 Mile Guarantee.

This guarantee provides for triple coverage in normal passenger car tire service as follows: (A) tread wear-out; (B) materials and workmanship; (C) road hazards. It covers Lifesaver Radial passenger car tires bearing our name and serial number and which are not branded "Biem". Specific terms of the guarantee are as follows:

A — 40,000 MILE WEAR-OUT GUARANTEE

- (1) Issued for the exclusive benefit of the original purchaser of the tires, and applies only as long as they are used in normal passenger car service on the passenger car to which they were originally applied. Claims against this portion of the guarantee will only be honored by the selling retailer.
- (2) Should the tread wear out before 40,000 miles, we will exchange the tire for a new tire of the same size and type, in accordance with provisions outlined below. If in our opinion the tire has been prematurely worn due to abusive service conditions, the replacement tire will only be covered by the standard B.F. Goodrich Passenger Tire Guarantee.
- (3) Radial tires used in commercial service are not covered by the wear-out guarantee, nor are tires exhibiting an extremely irregular tread wear pattern, as such wear is considered to be due to the vehicle's mechanical condition.

B — MATERIAL AND WORKMANSHIP

Guaranteed for 40,000 miles against defects in material and workmanship. Claims will be honored by any B.F. Goodrich Lifesaver Radial retailer.

C — ROAD HAZARDS

Guaranteed for 40,000 miles against failures due to road hazards. Claims will be honored by any B.F. Goodrich Lifesaver Radial retailer. Material and workmanship and road hazard portions of this guarantee do not apply to repairable punctures, tires irregularly worn, tires damaged by running flat, fire, wrecks, collisions, chain cuts, or obstructions on the automobile, nor does it apply to tires used on vehicles other than passenger automobiles, or passenger automobiles used in commercial service. Blemish tires are not covered by any portion of this guarantee.

If our examination shows that a Lifesaver Radial, upon its return to us in the U.S.A., has failed under the terms of this guarantee, we will either repair it or make an allowance for unused service, pro-rated on 40,000 miles, and computed on our then current MANUFACTURERS RETAIL "TRADE-IN" PRICE, toward the purchase of a new tire of the same size and type.

The owner making the claim shall assume and pay reasonable service charges and all Federal, State, and local taxes incident thereto.

We recommend this guarantee certificate be kept in the glove compartment of the car. Claims under provision A cannot be honored without guarantee certificate. Claims against provision B and C will be handled on tread depth remaining without certificate.

Stock No. 0-8025-GT

B.F. Goodrich

Litho in U. S. A.