

NO! TIRE BUSINESS ISN'T GOING FLAT

Dealers Here Expect Retreading and Recapping Service To Make Up Part of Loss Resulting From Rationing by OPM.

What does tire rationing mean to the average motorist and tire dealer in Indianapolis?

Surveyed on the impact of this first, nation-wide curtailment of civilian goods, the local dealers made this point clear:

"We're elastic enough to take it."

The public and the dealers were philosophical about it. Most had expected it. After all, it is war. They said:

"It doesn't mean that the tire business is going flat altogether. Although new tires will be out of the picture for Mr. A. (for average) Motorist, there will still be some new tires."

But the new tires won't be for Mr. A. Motorist. They will be available for physicians, public health nurses, veterinarians, school bus operators and essential transport services.

Boards to Determine

Which transport services are essential and which are not will be determined in many cases by county rationing boards, now being set up throughout the nation.

Persons who believe their motor vehicle operation is essential will fill out application cards for submission to authorized dealers or garagemen. If the dealer or garage finds existing equipment unsafe, he will certify the condition on the application which will then be submitted to the local ration board.

The board may then issue a permit authorizing the applicant to purchase new tires and tubes.

Used Ones Available.

This doesn't mean that Mr. A. Motorist who operates his car to and from work and for pleasure in the evenings and on Sunday will have to put his car up on blocks for the duration when a tire wears out. He will still be able to get used tires, at least for a while.

Tires are going to be like shoes. When they wear down, you will rebuild them.

That's what the tire business is doing now—retreading and recapping worn tires, making them 80 per cent as good as new for less than 50 per cent of the cost of new tires.

Some tire concerns are giving virtual new tire guarantees on retreads, ranging from six months to a year. All claim that a good re-tread job will give from 75 to 80 per cent new tire mileage.

So the tire business is going on briskly at the service end. Once just an auxiliary of the sales end of the tire business, the service end now is the tire business.

Rationing Begins Soon

Tire rationing will begin soon after Jan. 5. J. D. Brinkland, 424 E. 49th St., has been appointed Indiana Tire Priorities Division director by the State Civil Defense Council. He will supervise the priorities system of rationing tires.

Meanwhile, it was announced at Washington that new cars from now on will not have a fifth tire. They will be sold with only four new tires, the spare being eliminated.

The OPM also ruled that "take-off" tires, new car tires which have been traded in on a new set of a different make or style, must have at least 1000 miles wear before they can be sold as used tires.

When new tires begin rolling again, under strict rationing, the service end of the business will continue to be important.

Several tire concerns anticipate a rise in service costs. They know they are going to be beaten for it, but they say there's nothing else they can do.

Waste to Stop

One dealer explained: "In normal times, we threw service in. We couldn't charge for it and we didn't have to because profits on tire sales supported it. Now we're going to have to charge for it to make it at least self-supporting."

The dealers are unanimous on another point: The waste in tires has been tremendous. Now, it has to stop.

The smart motorist has stopped it already. He doesn't drive so fast, he doesn't wait until the last few feet to jam on his brake, he doesn't start out with a snarl of rubber on the pavement.

Retreading, recapping and re-

RUSS NEED U. S. GOODS TO WIN

Possess Manpower and Courage for Knockout If They Get Supplies.

By A. T. STEELE

Copyright 1941 by The Indianapolis Times and the Chicago Daily News, Inc.

MOSCOW, Dec. 30.—With the Nazi tide turned back at Moscow, the Russians are rather more sanguine about the prospects of coping with their enormous problem of supply during the long campaign ahead. However, the decisive importance of American and British material help has in no wise altered.

At Moscow the Red Army performed a miracle against an enemy better equipped with engines of war. But German resistance is stiffening. The Germans have suffered a grievous blow but the knockout cannot be expected until the Russians have built up their material strength to something like equality with that of the Nazis.

Three Ways to Rebuild

If the tire carcass is sound, the dealers regard the tire as a good risk and will rebuild it. There are three ways of rebuilding the tire.

Regrooving is the cheapest and the simplest. It simply means cutting new tread marks in the rubber. The dealers claim it's satisfactory if the tread rubber is still thick enough.

Recapping is more expensive, costing twice as much as regrooving. To most dealers it means adding rubber to the tire only and then cutting a new tread.

Retreading is slightly more expensive than recapping because it involves the use of more rubber. In retreading, not only the tread but the shoulder is built up.

The tread and the shoulder are the parts of a tire which can be identified most easily as the black of a white-wall tire. The shoulder the dealers define as the part of the tire between the tread and the wall, the part which flexes as the tire rolls.

Top Tread—Full Tread

Some dealers break down tread into (1) top tread and (2) full tread.

Top tread means a simple capping on the tread itself. Full tread means building up the shoulder as well as the tread.

The dealers are firm in their conviction that recapped or retreaded tires are the best buy to new tires.

One dealer said: "If I didn't think so, I wouldn't let my wife drive to Texas from here on a set of retreaded tires. She won't have any trouble."

Another dealer said: "A trucker friend of mine was in a little while ago. He told me he had 127,000 miles on retreaded tires. We retreaded the tires for him. Of course, they were truck tires."

When the OPM order came through, the dealers got the news at first for 11 days, then until Jan. 5, most dealers shut off sales as soon as they read it in the newspaper.

Then they received memoranda from their suppliers detailing the order. They expected to be asked for inventories, but they weren't. Some of them made inventories, anyway.

Few Get Excited

Only a few motorists got excited. Friends dropped in and asked how they could save the tires on their two or three-year-old cars. The answer was, recap or retread.

The order came at the time when it would affect tire sales least.

The dealers said that December is the low month for tire sales in spite of Christmas, and January and February also are slack months.

Some dealers expected rationing to begin as far back as last spring.

Apparently, a good many motorists did, too, for the tire business boomed then.

The tire people aren't upset.

They're losing business, sure.

One distributor said:

"Maybe I will go out of business eventually. Maybe I won't. Listen, buddy. In the long run, my business, like everything else, depends on the country staying in business. I'm not worrying."

HOT STOVE CAUSES FIRE

An overheated stove caused a fire last night in a frame storage building at 401 W. McCarty St., damaging the interior and roof. Firemen estimated the loss at \$300. James Eads, who was asleep in the rear when the fire started, escaped in time.

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