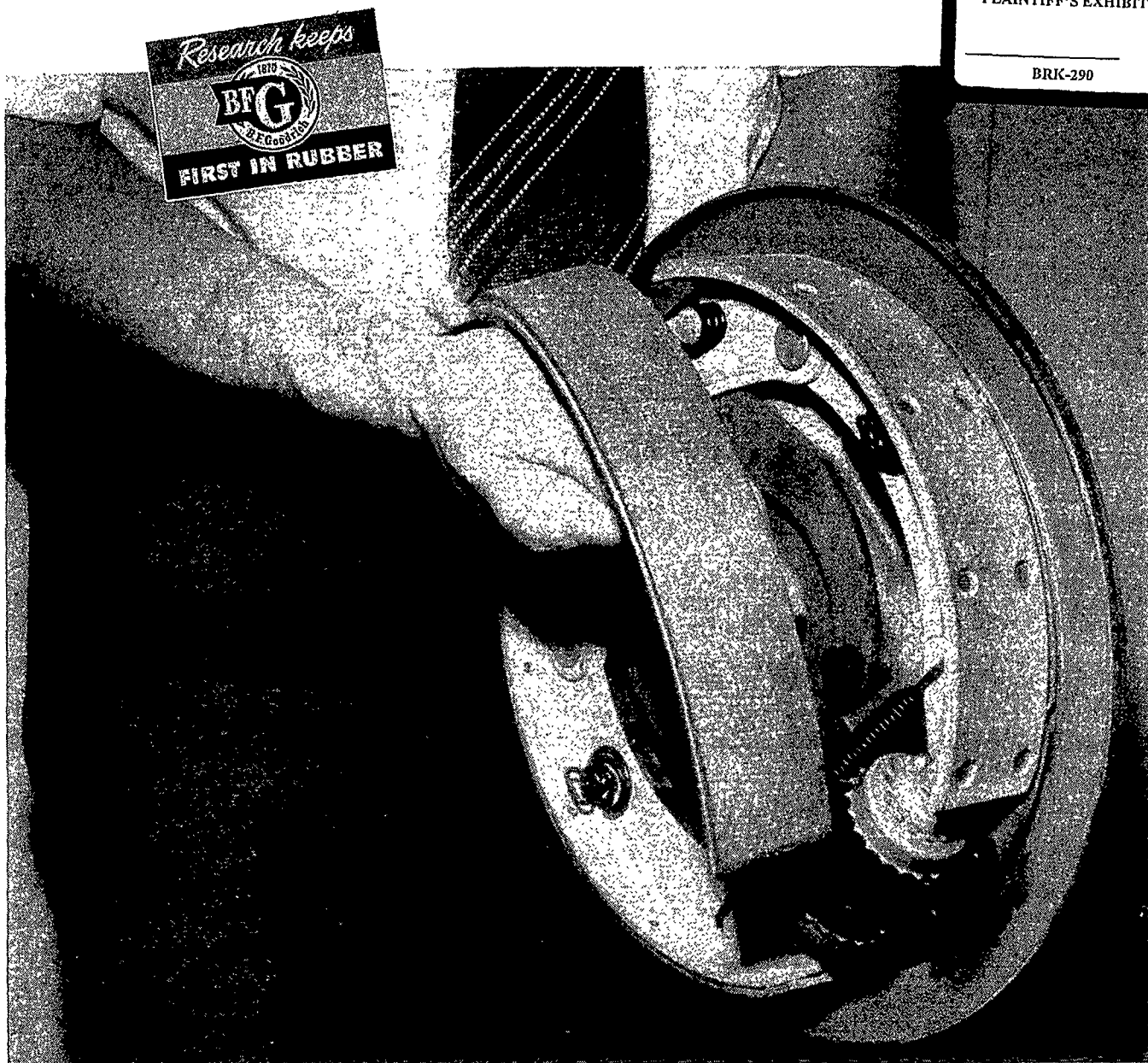




It doubles the life of a car's brakes

A typical example of B.F. Goodrich product improvement

IN HIS right hand is the brake shoe of one of the new cars. In his left is the brake lining you've been using—it has been giving you only half the life you paid for.

Brake lining has had to be attached to the metal brake shoe by rivets, countersunk into the lining. When it wore half way down, the rivets became exposed and began to score and ruin brake drums. That's when you had to get a relining job—and throw half the lining away, unused.

B.F. Goodrich, who has developed scores of rubber parts and improvements for cars, went to work on brake

lining. Rivets give an attachment able to stand a 5,000-pound pull. B.F. Goodrich finally developed a synthetic adhesive able to stand 10,000 pounds—twice the safety of rivets.

With no metal in linings attached with this B.F. Goodrich adhesive, you will be able to use your brakes with perfect safety until the entire lining is used up—double the old life. Also, no danger of scoring drums. And the new method increases safety—it has better shock resistance, especially important in cold weather.

Some people might say this latest B.F. Goodrich improvement is "im-

proving ourselves out of business." But that's the way this American competitive system works—better and better products reduce cost to the user; the lower the cost, the more people there are who can buy. This is the principle of B.F. Goodrich research, recently emphasized by the opening of the largest research laboratory in the rubber industry—B.F. Goodrich Research Center. *The B.F. Goodrich Company, Industrial and General Products Division, Akron, Ohio.*

B.F. Goodrich
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