

IT HAS BEEN TESTED WET AND DRY.

EVERYTHING LOOKS GOOD.

SO FAR THERE IS ONE PREDOMINANT FEATURE -- EXCEPTIONALLY GOOD WEAR. AFTER 2,000 MILES (700 IN TRAFFIC), LININGS ON THE CHEVETTE HAD NO MEASURABLE WEAR -- HAD NOT EVEN BEDDED IN.

THIS HAS SERIOUS IMPLICATIONS. YOU WILL FIT A SET OF LININGS AND THEY WILL OUTLAST THE CAR -- PERHAPS THE DRIVER!

IMAGINE A NEW SLOGAN:

CHANGE THE CAR: KEEP THE BRAKE SHOES!

OUR PROPOSAL IS TO SUPPLY THIS NEW MATERIAL GROOVED. THIS HAS BEEN A FEATURE WITH PREMIUM LININGS IN THE PAST -- CADILLAC PRIMARY HAS ALWAYS BEEN GROOVED. YOU KNOW FROM YOUR OWN EXPERIENCE A SIGNIFICANT NUMBER OF PARTS SOLD IN THE REPLACEMENT MARKET ARE GROOVED FOR VARIOUS REASONS. FORTY-THREE (43) DIFFERENT PARTS IN ABEX-LINDSAY PLANT RETURNED SHOE INVENTORY WERE FOUND TO BE GROOVED DURING A RECENT CHECK.

GROOVING HAS SEVERAL FEATURES:

- A) REDUCES HIGH PRESSURE AREA ABOVE THE WEB
- B) ALLOWS PRODUCTS OF WEAR TO ESCAPE
- C) BRAKE RUNS COOLER?
- D) DRIES OUT QUICKER WHEN WET?

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