

Dealers Say BFG's "The Advantage" Is "Best Tire Yet"

AKRON -- Independent tire retailers from California to Connecticut are saying the new BF Goodrich Tire Division 70-series radial passenger tire "The Advantage" is the best radial passenger tire they have ever sold.

Dealers report their customers are equally impressed with the new product.

BFG recently questioned independent tire dealers, who market Goodrich tires during a study of initial reaction to the new tire. Among those dealers who had mounted sets of "The Advantage" on their own cars, 81 percent claimed the tires were "much better than other radial tires" or "the best American radial tires made," the BFG sample shows.

Many -- 45 percent of dealers who had switched to "The Advantage" reported they had removed sets of a major foreign competitor's tires in favor of the new BFG product.

Jack Fleischer, director of marketing research for the BFG Tire Division, says in his some two decades of experience in market and product analysis, he has never seen such a positive dealer response to a new tire.

"We set out to routinely obtain dealers' personal evaluation of the tires' performance and explore consumer reactions and, frankly, the results have been amazing," explains Fleischer.

At least 90 percent of the dealers who were able to make valid comparisons were "very satisfied" -- the highest rating on the BFG questionnaire -- with the tire's wet and dry traction; its handling in snow and at high speeds; its ease of balancing and appearance. Eighty-one percent were "very satisfied" with the smoothness of the ride; 47 percent with handling on rough roads and 52 percent with the quietness of the ride.

Usually such ratings -- even on a unusually good product -- would run with only about 70 percent of responses in the highest category, says Fleischer.

A number of dealers expressed confidence in the tire based on the race-proven technological advances incorporated into the product from the BFG line of T-A performance tires such as the rayon Duro-gard folded belt system and the dual compound tread construction.

"The T-A has been tested and proven on track and street and our salesmen have a lot of confidence in the line. BFG has built that same heritage into "The Advantage," says "Captain" Jerry Bayle, Englewood (N.J.) Tire Distributors at Englewood, NJ.

Other typical dealer comments noted during the poll: "I honestly feel it's not only the best tire Goodrich has ever made, but the best radial on the market today," says Dom Mongell Tire Service, Conellsville, PA.

Near identical testimonies hailed "The Advantage" as the "best BFG radial yet," were made by Joe Durbin, Jr. of Joe Durbin Tire Co., Owensboro, KY and by Jack Wimer, Miami Sales Co., Miami, OK.

Others expressing similar sentiments include John Bale Tire Center, Bowling Green, KY.

Perhaps most enthusiastic of all dealer comments was the one expressed by Howard Brady of Brady's Tire Country, Inc., 3755 E. Independence Boulevard, who says the tire is "wonderful, wonderful."

As important to the BFG market study team as dealer opinions were customer comments about the new tire.

"According to our dealers, consumer enthusiasm seems to match their own," Brady says.

More than 90 percent of the dealers who recorded customer comments about "The Advantage" say motorists were "positive" about the new tire with most citing ride quality and appearance as the significant advantages.

Reflecting the strong positive consumer reaction to the product is the sales strategy of William R. "Willie" Hudson, president of Tire's Inc. at Greenville, S.C.

According to BFG Tire Division sales people, "The Advantage is the "Hottest" mass market radial tire product ever introduced by Goodrich.



CHARLOTTEAN HONORED BY NCCU ALUMNI
Pictured above is Charlotlean Antenor J. Adam (center) receiving the distinguished alumnus award from Mr. Roger Gregory (left), president of the National Alumni Association and Mr. Julius P. Holley (right), president of the Greater New York Chapter of NCCU Alumni Association.

Mr. Adam was recently honored by citizens from the Greater New York area during a Special Testimonial Dinner. Many illustrious alumni and friends from throughout the country joined in the evening of festivities and fun. The affair was held at the swanky Jamaica (NY) Le Cordon Bleu.

The honoree holds several pet-projects very close to him. Among them are the Brooklyn Magnolia Tree Foundation, The American Red Cross, the Omega Psi Phi Fraternity, the Finance Committee of the NCCU Alumni Association, and the Board of trustees of Mary Holmes College, West Point, Mississippi of which he serves as President.

He is the son of the late Professor J. J. Adam and Mrs. A. E. Adam of Johnson C. Smith University.

Pic 'N Pay Names Grant Sales Director

Richard Grant has been appointed to the post of regional director at Pic 'N Pay Store, Inc. (AMEX). The announcement was made by Talmage Tyler, vice president of store operations, who noted that there are presently six regional sales directors in the 379-unit self-service shoe chain.

As regional sales director, Mr. Grant will be responsible for all phases of operations of an aggregate 85 Pic 'N Pay stores and leased departments in seven states, which include North Carolina, Ohio, Virginia, Maryland, Delaware, and Pennsylvania. He will oversee the performance of all personnel in these units and of the 5 district sales managers who maintain supervision of their respective store groups.

Before joining Pic 'N Pay in June 1977, Mr. Grant was employed for 14 years by the Miles Shoes division of Melville Corp., where he rose from salesman to district sales manager of an area encompassing stores in New Jersey, Pennsylvania, Illinois, Ohio, Wisconsin, Maryland, Virginia and Washington, D.C.

Read the Charlotte Post each week.

WILKINSON BLVD. & MATTHEWS STORES

Mollies	4 for 1.00
Green Swords.....	3 for 1.00
Neons.....	6 for 1.00
Opaline Gourami.....	2 for 1.00
Kissing Gourami.....	2 for 1.00
Assorted Platies.....	10 for 1.00
EXTRA BONUS	EXTRA EXTRA BONUS
GET ALL 27 FISH FOR \$5.75	20 GUPPIES FOR \$1.00

<p>MATTHEWS STORE ONLY</p> <p>Ruby Parakeets..... 2.99 Guppies..... 1.99 Blue Fish..... 2.99 Red Leg Tarsals..... 1.99 Hermit Land Crabs..... 1.00</p> <p>SALTWATER SPECIALS</p> <p>Stripe Damselfish..... 1.50 Domino Damselfish..... 1.50 Blue Damselfish..... 1.50</p>	<p>WILKINSON BLVD. ONLY</p> <p>African Cichlids..... 2.98 Brichardi..... 1.98 Buffalo Head..... 1.98 Exasperatus..... 2.98 Auratus..... 1.98</p>
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Prices Good Thru March 25

TROPIC PET SHOP

11500 E. INDEP. BLVD. EASTGATE SHOP CTR. MATTHEWS, N.C. PH. 847-5945
 3400 WILKINSON BLVD. PH. 392-5731
 OPEN 6 DAYS A WEEK CLOS'D WEDNESDAY

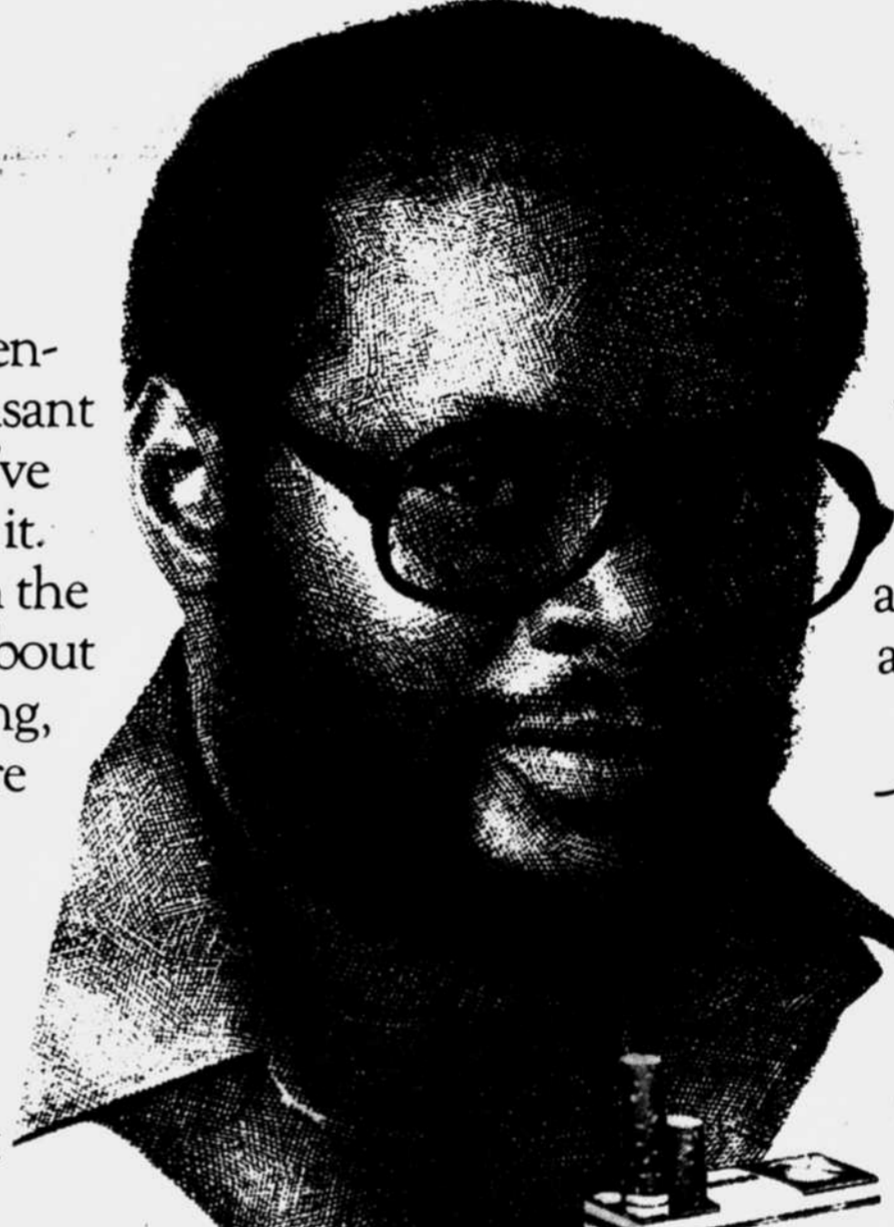
Eastside Club Meets With Mrs. Snow

Mrs. Cornelius Snow was hostess of the Eastside Literary Club last month. The theme was a skit entitled "Resurrection-Crucifixion," an Easter program by Mrs. Minnie Hethington.

Members present at the meeting were Ms. Rose Ingram, Mrs. Lemuel Turner, Mrs. Ola Jenkins, Mrs. Corinne Sealy, Mrs. Annie Youngblood, Mrs. Geraldine Brown, Mrs. Essie Chambers, Mrs. Lutisher Cureton, Mrs. Mary Flourney, Mrs. Minnie Gaddy, Mrs. Essie Davidson, Mrs. Aldriche Ross and Mrs. Iota Ellis. The hostess served refreshments after the meeting.

...12 Noon Tuesday is the deadline for placing your news items and photos in the Charlotte Post.

"Vantage has what I've been looking for. Terrific menthol taste with low tar."



"To me menthol taste is pleasant and enjoyable. I've always gone for it.

"But when the stories started about high-tar smoking, I knew they were talking about menthols, too.

"So I tried the new low-tar menthols. They just didn't have it.

"A friend recommended Vantage Menthol. And I tried a pack. That did it. Vantage gave me the great menthol pleasure I'd always liked.

"In fact, with Vantage Menthol I didn't give up a thing. Except a lot of tar."

Herb Little
 Herb Little
 Brooklyn, New York



Menthol, Regular, and Vantage 100's.

Vantage. A lot of taste without a lot of tar.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER 11 mg. "tar", 0.7 mg. nicotine. MENTHOL 11 mg. "tar", 0.8 mg. nicotine av. per cigarette. FTC Report AUG. '77. FILTER 100's 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.



VOTE FREEMAN SHERIFF

NORMAN CRAIG FREEMAN

PERSONAL HISTORY

- ★ Life long resident of Mecklenburg County
- ★ Married with four children
- ★ Former Charlotte City Police Officer
- ★ Former magistrate in Mecklenburg County
- ★ Attends Steele Creek Presbyterian Church
- ★ Member Steele Creek Masonic Lodge No. 737
- ★ Member American Legion Post No. 380
- ★ Member Army & Navy Union, presently adjutant & Pay Master, Former Commander

Craig Freeman proposes changes in our present county law enforcement system

- ★ IMPROVEMENTS IN JAIL
- ★ CHAIN OF COMMAND
- ★ CITIZENS REVIEW BOARD
- ★ SALARIES (the present level is below the city level)

A VOTE FOR FREEMAN IS A VOTE FOR CHANGE
 Paid for by Norman Craig Freeman