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IS YOUR CIRCLE
“VICIOUS” OR “VIRTUOUS”?

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We hear of “vicious circles,” where the things we do to solve a problem make it worse. That circle spirals downward to disaster.

And if there’s a “vicious circle,” there should also be a “virtuous circle,” where doing the right thing causes us to do more right things, spiraling upward to success.

In this issue of *Real Answers* we’ll see both kinds of circles. We’ll visit the Walcott Truckers Jamboree, where appreciation of its customers has helped Iowa 80 be appreciated by its customers, making it America’s largest truckstop.

We visit Melton Truck Lines, Inc. of Tulsa, where respect and appreciation of everyone’s contribution creates satisfaction for both customers and workers.


We’ll look at the Bridgestone M850, a tire that balances the characteristics needed for both on- and on/off-highway use, thereby providing better service both places.

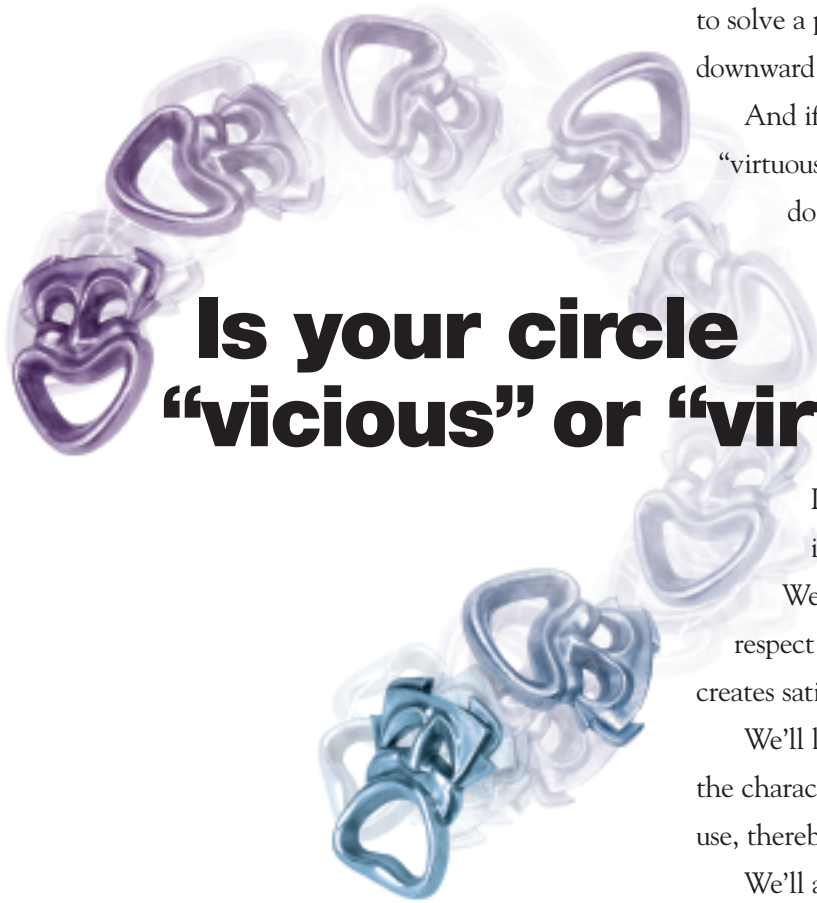
We’ll also see how failing to match duals can create major problems – for both tires. And, we’ll discover how proving-ground testing helps bridge the gap between laboratory and real world.

You might choose satellite radio as a way to enhance your entertainment experience, but it might also be a good way to get to know your drivers better.

And, we’ll see how the latest edition of TMC’s *Radial Tire Conditions Analysis Guide* can help you identify tire problems more easily, so that you can take steps to prevent them – giving you fewer tire problems to have to identify.

Finally, we’ll take a look at the outside of a Russian submarine, and learn how concentric mounting can promote better ride and better wear at the same time.

So, as you cycle your way through the next few pages, consider that sometimes things go from bad to worse, but with a bit of work, they can also go from good to better. 



Is your circle “vicious” or “virtuous”



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