

Reprinted from *Real Answers*

---

How about some  
“UNconventional wisdom”?

Volume 14, Issue 2

# real QUESTIONS real ANSWERS

---

 **BRIDGESTONE**

[trucktires.com](http://trucktires.com)

1-800-543-7522

Legendary American newspaperman H.L. Mencken said, “For every problem, there is a solution that is simple, obvious – and wrong.”

In this edition of *Real Answers*, we look at some un-“conventional” wisdom about our business, things people might assume are true, but aren’t, and ideas that are out-of-the-ordinary, but effective.

We begin with a truly scientific analysis of scrap rubber on the road. While many outside the trucking business (and way too many inside it!) believe the problem is retreading, a rigorous study shines new light on some old assumptions.

# How about some “UNconventional wisdom”

We’ll also visit Pennsy Supply, and see how McCarthy Tire is able to provide Pennsy with outsourced tire solutions, while making a profit for itself, yet saving Pennsy money.

On the technical side, we’ll see how tire belts with a wavy design can produce a more stable casing shape, how little “buttons” in tread grooves can keep stones from damaging belts, and learn that lug nut torque is not a matter of just getting them “good and tight.”

Continuing our series on fuel economy, we’ll see how putting fuel efficiency into the casing can be a great idea for saving fuel over a tire’s life cycle – even though most manufacturers focus on fuel-efficient treads.

In our “Human Interest” department, we learn how Bob and Carol Hataway’s unusual idea has become a lifeline for hurt and injured truckers and their families nationwide.

And, we finish with a visit to trucker Joe Mansheim, who’s lightened up his life by choosing a very unusual co-pilot.

To explore this unconventional wisdom, just do the conventional thing – and turn the page. **TA**



**KURT DANIELSON**  
Vice President, Sales & Marketing,  
Bridgestone Bandag Tire Solutions

*Editor’s Note:*

*Obviousness is sometimes the enemy of correctness.  
See the pairs of gray bars in the question mark?  
They’re all exactly the same size.*