

Colored Tires to Match Cars Now in Production

DETROIT, March 15.—(AP) —Colored tires, designed to complement a variety of exterior car body finishes, are in production at United States Rubber Company.

Three colors — blue, green, and brown—are being added to the white sidewall tires. The color extends from the outer edge of the white sidewall to the top edge of the tread. The tread itself is of conventional black. The white strip is somewhat narrower than on regular white sidewall tires.

The company said the tires will go on sale at dealerships April 1. Limited to the premium line of tires, they will cost from \$16 to \$17:50 per tire more than the regular premium line. That means a set of the colored tires could cost upwards of \$300.

United States Rubber credits much of the development work on the new casings to Marcia Gottschall, believed to be the only woman tire development engineer in the country.