



EXTERIOR OF RISHMAGUE TIRE SERVICE IN MIAMI SHOWS AMPLE OFF-STREET PARKING AND GOOD IDENTIFICATION. SEVERAL SERVICE BAYS MAKE CUSTOMER SERVICE QUICK AND EFFICIENT, FOR RETREADS AND NEW TIRES.

# Clean! Is the word for RISHMAGUE TIRE SERVICE



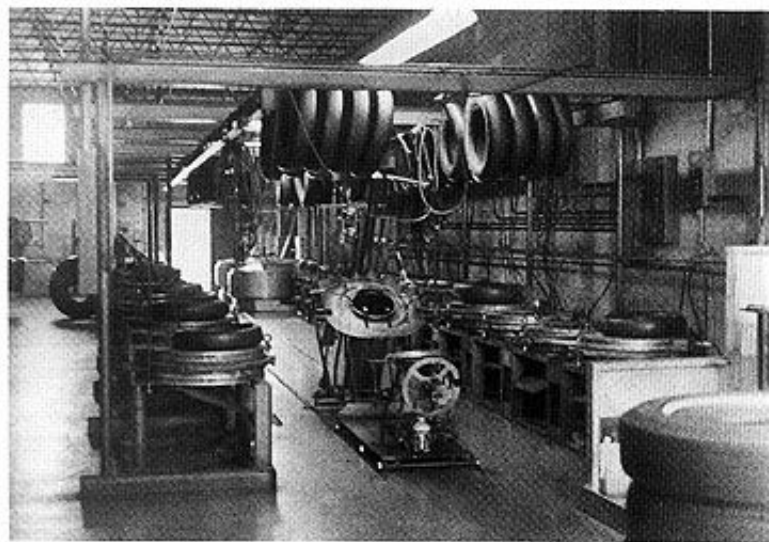
MIAMI, FLORIDA - "Cleaning is everybody's job," says Odde Rishmague, Owner of Rishmague Tire Service

"We maintain a daily cleaning schedule that covers everything from the offices and customer waiting area to the back yard." Rishmague said. "We believe that no matter how good a product you are selling or how low the price, if you don't have pleasant surroundings, you're going to lose sales." A clean environment also helps employee morale and increases production," he said.

Rishmague Tire Service opened its doors in 1965 with only five employees and a daily retread production of 20 to 40 tires. Now, some eight years later, 10 people are employed and over 125 tires are retreaded each day. Of this amount about 100 retreads are exported each week.

From the beginning, Rishmague Tire Service has maintained a "Customer Comes First" policy. The customer waiting area is strictly first class with paneled walls, modern lighting and comfortable chairs. Further evidence of this policy is the well equipped retread shop with a late model Kobe extruder, Cahill buffer and Fasco molds to turn out top quality retreads. The shop is also equipped with pollution control devices to help protect the environment. Total floor space is 22,000 sq. ft.

What more can you add to a first class tire and retread operation such as Rishmague Tire Service? DIXIE-CAP RUBBER! And they have been using Dixie-Cap Tread Rubber and supplies since their beginning in 1965.



THE MODERN RETREAD SHOP IS EQUIPPED WITH LATE MODEL EQUIPMENT AND POLLUTION CONTROL DEVICES. NOTE THE CLEAN AND WAXED FLOORS. THIS SHOP TURNS OUT OVER 125 RETREADS EACH DAY. IT IS EQUIPPED WITH A KOBE EXTRUDER.



MR. AND MRS. (ODDE AND EDITH) RISHMAGUE MAINTAIN A STRICT POLICY OF "CUSTOMER FIRST" THAT HAS ATTRIBUTED TO THE SUCCESS OF RISHMAGUE TIRE SERVICE. ODDE IS PRESIDENT OF THE FIRM WHILE EDITH IS SECRETARY-TREASURER.



A MODERN, WELL LIGHTED OFFICE AND AN EQUALLY MODERN, COMFORTABLE CONFERENCE ROOM IS SHOWN HERE. ODDE RISHMAGUE AT LEFT, TEOBALDO GRIMAL, SALES MANAGER IS AT CENTER AND EDITH RISHMAGUE AT RIGHT.