

Extra Motor Power with General Cords Explained

Coasting and Running Tests Show Amazing Difference Between Tires

The marked effect different makes of tires have on motor power was shown in General's recent announcements of coasting and running tests. To understand the reason for the extra motor power demonstrated with the General Cord it must first be understood that all makes of tires absorb a certain amount of motor power. It is internal friction in tires that causes power loss. This varies tremendously according to the amount of internal friction in each. This internal friction in tires uses up motor power in the same way that friction in the working

parts of machinery acts as a drag against power. Friction is overcome by lubrication. To prevent friction between metal parts a film of oil is used. In the same manner, rubber of the finest grade and in generous quantity is used in the General Cord to keep the cotton plies separated and each cord insulated. Thus, by a process equivalent to lubrication, General has obtained greater freedom from internal friction, and this is the reason for the extra motor power with the General Cord in comparison with other makes of tires.

Longer Mileage and Low Pressure Due to Less Internal Friction

The extra motor power with the General Cord has an even bigger meaning than the gasoline saving and the longer life of your motor, for that same special feature of construction that accounts for the extra motor power also explains the longer tire mileage—General's greater freedom from internal friction. Internal friction is the greatest known destroyer of tires. Friction always means wear. And the tire with the least internal friction is naturally the tire that shows the slowest wear, provided this advantage is gained, as it is in the General Cord, without reduction in the number and weight of plies essential to proper construction.

It was General's mastery of internal friction that enabled it to produce, five years ago, the first low-pressure tire ever placed on the market.

Just as today it has enabled General to produce the successful 6-ply balloon cord, to replace 4-ply balloons on all except the smaller cars—combining all balloon advantages with the right strength for the load, as well as reducing balloon puncture risk to a minimum.

The successful use of low pressure depends upon a construction that is able to withstand the heating-up and wearing effect of the increased bending and straining under low pressure.

This shows why General's leadership in low-pressure tires, not only in balloon sizes, but in all Regular sizes, goes hand-in-hand with General's greater freedom from internal friction. It shows also why General has never classified its Regular size cords as "high-pressure" tires.

General Shows How Internal Friction Is Overcome

The process of complete insulation in the General Cord goes beyond the commonly used method of passing cord fabric through a thin solution of gum dissolved in benzol. General's special process, which can only be accomplished by putting the cord plies through large steel calender rollers, gives every ply a heavy coating of finest rubber, uniformly thick, forced between the cords so that each cord is completely surrounded and no two cords can touch. Other important factors in General's friction-eliminating process are the special weave and highest quality of combed cotton, as well as the development of new principles of tire construction throughout.

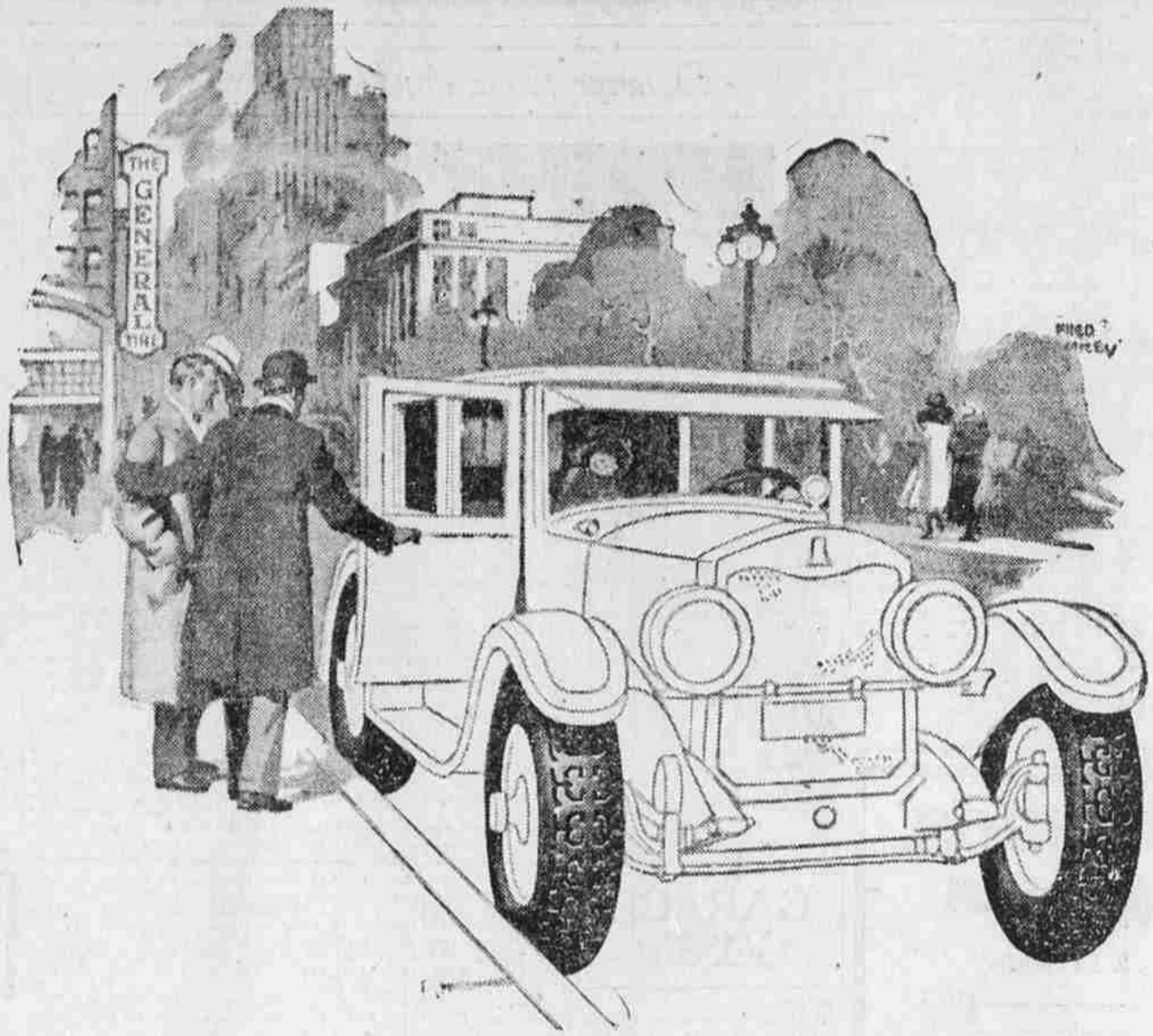
General Cord Users Enjoyed Low Pressure Before Balloons

General Cord users did not have to wait for balloons in order to enjoy low air pressure.

With experience in low-pressure construction dating back beyond that of any other manufacturer, low pressure in Regular size General Cords had become a well-known feature long before the advent of balloon tires.

In fact, the history of General's development of low pressure is the story of the evolution of the balloon tire.

This is the background that explains General's singular success with low pressure, first with Regular size cords and then with 4-ply and 6-ply balloons.



You can enjoy low pressure and still use regular size tires

Hundreds of thousands of car owners are enjoying the advantages of low pressure without having changed their wheel equipment—they are using General's low-pressure Regular Size Cords.

It was back in 1919 that General produced the first low-pressure tire ever put on the market—the General Jumbo 30x3½ Cord requiring only 30 lbs. of air.

This is the sixth year of low pressure in the General Cord and only such long-standing specialization can explain General's singular success with it in all Regular Size General Cords as well as the Balloons, both 4-ply and 6-ply.

Come in and talk with us. We will gladly demonstrate the low-pressure advantages of the General Cord for your car. If you prefer, a phone call will bring us to see you.

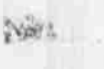
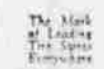
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Adams Avenue

La Grande, Ore.

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The **GENERAL CORD**

—goes a long way to make friends

Mark of the Leading Tire Store

6-Ply Balloon

General's 4-ply Balloon is the practical equipment for the smaller cars. For the heavier cars the 6-ply has greater thickness to carry the load and still it allows the full flexing action over obstructions. At the same time, it reduces Balloon puncture risk to a minimum. And General's 6-ply Balloon consumes no more power than the average 4-ply balloon because General's greater freedom from internal friction always means power and gasoline saving.

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Headquarters for Tire Information