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## Announced by General

## The Blow Out Proof Tire

## Hailed as the greatest Safely advancement in modern motoring

THE amzing aceeptance of the new Blow. out Proof Dual. Balloon has no precedent bow-out proof tire is the only way to match the power and speed of todyy's cars and todyy's driving conditions. At today's road speed if a tre blows out the
best you can hope tor is an open field with no dith to stop you. It's a split second from blow-out to crash-with no time to think or act. You're off the road or head-on into approaching traffic before you can mow. Do risk it. No matter what your speed or where you
travel, you need the protection of the New


Split seconds that make your
General Blow.Out Proof Dual-Bailoon. It ends blow-outs-it minimizes coery tire hazard. You can trust it on any road, in any weather, at any emergencies when it's stop, turn-quick or crash. Extra softness under the surfice that lasts as ong as the tire itself means closer-clinging, skid-safe traction.
Lower pressure and built-in rubber shock iding on any road at any speed. Extra layers of soft cushion rubber prevent overheating and inside wear $\ldots$ and this thicker cushioning absorbs the heavy impacts that cause That extra marsin of safity in the Dual-Balloon is yours throughout the whole lifetime of its
big mileage . . . mileage that outlasts your car.

LET US TELL YOU how to get them on your NEW CAR

THIS week we are making it especial. buying new cars to roll on Generals buying new
from the start.
We've always done a big new car changeover business.. taking off the equipment ires and putting on proper size Gencrals.
Now with the new Blow-Out Proof $f$ Dual Balloon we are changing all cars, large and small. . taking of brand new tires,
as well as tires of doubtful mileage as well as tires of doubtful mileage
everybody wants the world's safest tire. Come in, find out how little it will cost to banish tire worries for good, and
drive out with Blow-Out Proof balloons on your new car.
onvenient payments if you do not wish to pay cash. Use our famous G. T. A. C. plan. It is financed by the General Factory. The only economical plan of its


Exclusive Features:
2. Easler Riding $\begin{array}{ll}\text { 3. Extra Strength } & \text { 7. Reduced Carer Repairn } \\ & \\ \text { 7. Eower }\end{array}$ $\begin{array}{ll}\text { 3. Extra Strength } & \begin{array}{l}\text { 7. Saves Power and } \\ \text { 4. Longer Lifa }\end{array} \\ \text { B. Easier Steering }\end{array}$

