



YOU SHOULD NEVER HAVE EVEN A PUNCTURE

The Dual-Balloon principle pyramids all the features of big mileage that have made the name of General famous. It advances beyond the balloon tire of yesterday, sweeping aside all previous conceptions of care-free tire performance.

Now, even the remote chance of a puncture is reduced to the vanishing point.

In the early days of the four-ply balloon, General reduced the puncture hazard about 90 per cent by bringing out the six-ply. The six-ply made a sweeping replacement

of four-ply balloons on all but the smaller cars. Now General leads on ahead again with the Dual-Balloon "8."

As surely as the advent of the balloon swept high-pressure out before it—as surely as General's six-ply balloon changed the 4-ply standard of the industry—the new Dual-Balloon "8" carries General farther ahead, transcending even the previous high mark of its freedom from puncture.

It should enable you to look back upon season after season of the pleasure of punctureless driving.

The New **GENERAL**
Dual-Balloon 8

FRED PALMER

TIRE MERCHANT

New Location
Corner of Marcelina Avenue at Cravens

TORRANCE

TELEPHONE 131