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# WHERE-TO-GO

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Established 1906

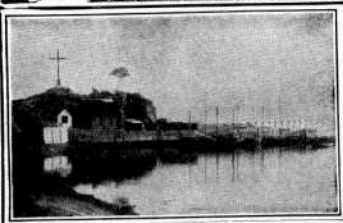
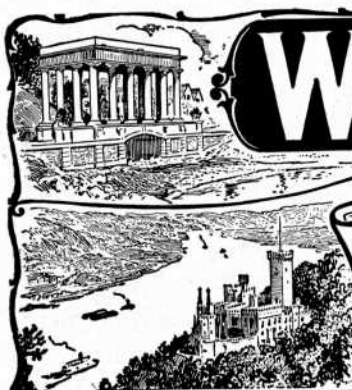
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WHERE-TO-GO resources in giving perfectly reliable data for the use of the readers of the 58 publications we use monthly, are called upon extensively by the cream among American travelers of means and most desirable class. Careful devotion to them for twenty-nine years and their consistent return to us after we have rendered exceptional Quality Service year after year, is a source of pride—and plain evidence of their entire satisfaction with our system. Ask us and right literature will be in the home mail direct from our clients who have precisely the attractions you seek.

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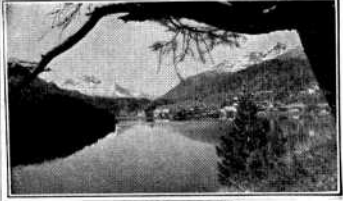
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### NEW YORK

## HOTEL SEYMOUR

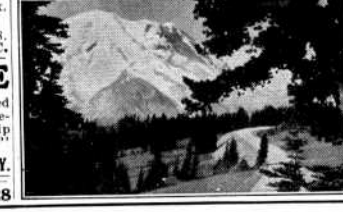
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## HE WAS HEADING FOR "HOME SWEET HOME" WHEN -BANG! A BLOW-OUT!

**T**RAFFIC was heavy that blistering hot Summer afternoon as Mr. E. P. Keenan of Chicago, returning from a business trip, sped along Waukegan Road. His passenger, a fellow salesman, did most of the talking. Mr. Keenan was too busy keeping one eye glued on the oncoming traffic in the other lane.

"We're making pretty good time," Keenan's pal said. He couldn't reach "Home Sweet Home" quickly enough.

### A Close Shave

Bang! Like a thunderbolt the staccato crack of a blow-out rose above the roar of the motor. The fateful screech of tires skidding over the road froze Keenan to the wheel. Another car from behind swerved and barely missed him.

In desperation Mr. Keenan gave the steering wheel one final, frenzied tug. The car bolted—swung to the right just in time to miss a moving van by inches—and came to a stop at the brink of a deep ditch.

They were safe—yes. But after that close call no wonder Mr. E. P. Keenan will tell you that he now "believes in miracles."

The sad part of it, though, is that all motorists are not as lucky as Mr. Keenan. Because I understand that thousands are killed or injured in blow-out accidents every year.



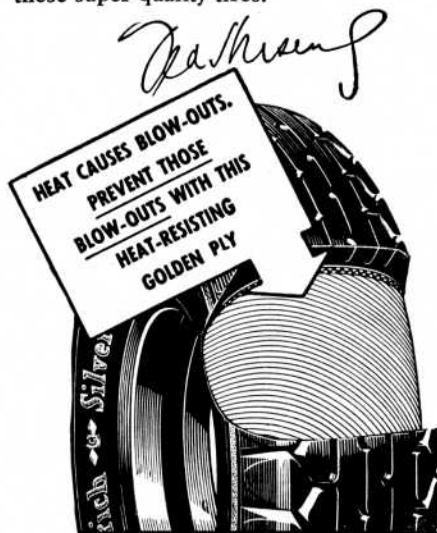
Read **TED HUSING'S** vivid account of the terror-crowded moments experienced by the Chicago motorist who now "Believes in Miracles"

It took Goodrich engineers to fight this driving hazard for American motorists and provide them with a real defense against treacherous high-speed blow-outs. They invented the now famous Life-Saver Golden Ply which is found only in Goodrich Silvertown Tires. This remarkable Golden Ply is a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. By resisting this heat, I am told, the Golden Ply keeps rubber and fabric from separating—keeps blisters from forming. Thus the dangerous blow-out that might have been, never gets a start.

### Are Your Tires Safe?

You can bet your bottom dollar that Mr. E. P. Keenan, of Chicago, is now riding on Silvertowns. Because for safer motoring he's convinced that there are no safer tires than Goodrich Golden Ply Silvertowns. My advice to every motorist who has his own and his

family's safety at heart is to see these life-saving tires at any Goodrich Silvertown Store or Goodrich dealer. *The sooner the safer.* You pay no price premium for these super-quality tires.



# Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection

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Saves Amazingly on Food and Operating Cost!

CHOICE OF SMART BUYERS BECAUSE IT PROVES COMPLETENESS  
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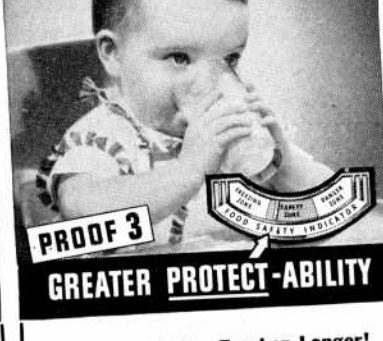
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**New 9-Way Adjustable Interior!** Good-bye to old-fashioned crowding and dish-juggling. Now you get maximum shelf space up in front. And Full-Width Sliding Shelves, Cold-Storage Tray, new Super-Duty Hydrators. ALL adjust like magic to suit any size or shape of food! Most complete STORAGE SERVICE ever known.



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See the New  
**INSTANT CUBE-RELEASE**  
in Action!

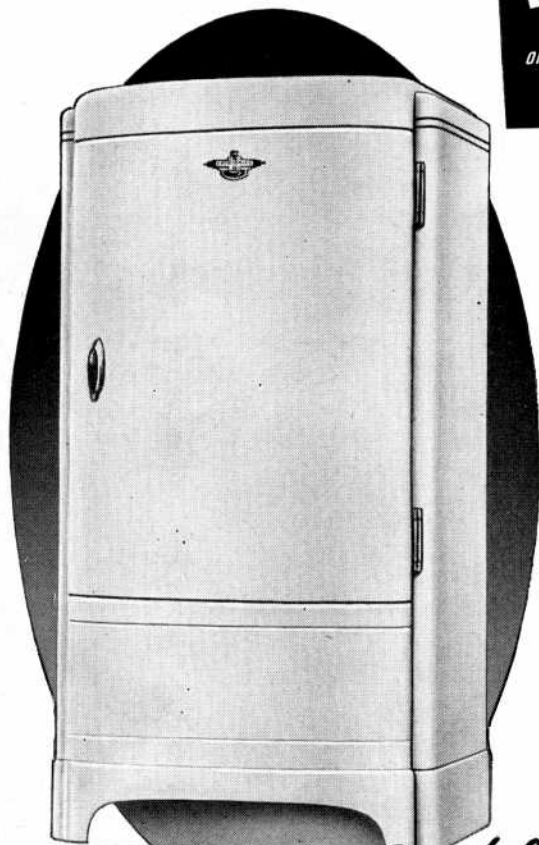
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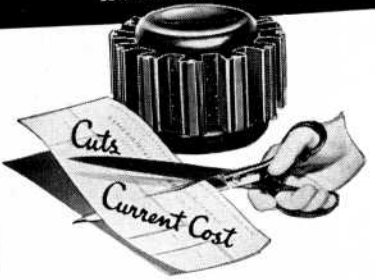
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CUTS CURRENT COST TO THE BONE



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