

Our Second Annual Special Trade-in SALE

**The Fast Get-Away
—the Quick Stop
of Modern Motors
Demand Modern Tires**

What OTHER tire has kept pace with the rapid development in motor cars, particularly in the past two years — their higher speed, extra power, quicker get-away, sudden stopping — punishment that tears down the ordinary carcass and grinds off the tread of any tire not built to meet the new driving conditions.

Built bigger and better through and through. Not merely thicker in tread — not merely more rubber on the surface. Even some of the cheaper tires can copy the thickness of the tread, but it isn't only the amount of rubber that counts with General — it's the kind. Not simply more rubber but more pure rubber, more per tire — and not only more in the tread but more inside.

Bigger, thicker tires and more quality in the rubber — that is the sort of tire foundation the modern motor car must have. It is the reason for car owners everywhere turning to top quality—

General's Dual Tread Proper Size Line

The SEVEN
for Cadillac, Packard, Lincoln,
Rolls Royce, Pierce Arrow—
others.

The BIG SIX
for Buick, Nash, Geo, Hudson,
Studebaker, Hupmobile, Gra-
ham-Paige, Chrysler, Packard
Six, La Salle— and others.

The JUMBO
for Ford, Dodge, Chevrolet, Star,
Pontiac, Whippet, Essex.

Protection That Cannot Be Duplicated By Any Other Tire

It's not only the second 10,000 miles that makes the big hit, but the uninterrupted service that carries through to the last mile—the protection that can be given only when it is built into the tire—

Not the protection that dodges the question of natural wear and insures against accidents by promising free repairs—

Not the sort of protection that you collect on only by having trouble — But the "top quality" protection that means avoidance of delay, of dirt, of soiled and sometimes spoiled clothing, of ruined tubes through going flat.

These are the real protections that car owners want today, particularly since reclaimed rubber in tires has proved such a troublesome experiment for millions of users by causing tires to go out prematurely.

*Always Foremost In Value-Giving—
This Year Bigger Than Ever*

Sale Starts Tomorrow 8 A.M.

Low rubber prices and the added benefit of our special full-value allowance for your old tires enable us to offer an unparalleled opportunity in this year's event—savings in first cost equalled only by the final economy of General's extra mileage.

Roll away on Generals at the lowest figure ever known.

Cash in your worn tires at their highest worth.

Everyone can take advantage of this Trade-in Sale, no matter how much or little the tires are worn.

*Every Make, Every Size, Old or New,
Will Be Taken In*

We'll buy your old tires and pay liberally for the miles left in them — the blowouts and road troubles in the old tires, too. Get rid of your doubtful tires before they go out. They're worth more to you off your wheels than on. You trade in the old tires for more than they're actually worth to you today and get in exchange new Dual Tread, "Proper Size" Generals that will run through several seasons in comfort, safety and style at the lowest cost you ever paid.

*Never Before Has Top Quality Cost So
Little—Never So Easy To Pay For*

When the Trade-in Sale opens tomorrow morning, car owners who have thought Generals too high for the average pocketbook are going to be surprised.

We know that once they ride on GENERALS there will never be a question of the cost again, even if tire prices should go to the highest peak.

We want every car owner in the city and vicinity to know what it means to run on Generals—how little it costs to enjoy top quality mileage ANYTIME and particularly now with the special opportunity this Trade-in Sale offers for getting started.

Come Early -- Bring Your Car

MEDFORD'S LEADING TIRE STORE

Lewis Super Service Station

Front and Eighth St.

Phone 1306

"WE NEVER CLOSE"

The
**GENERAL
TIRE**

—goes a long way to make friends

Open Evenings During This Sale—Sunday Mornings, Too.

•Extra Clerks and Service Facilities For All.

*During This Sale the
Friends We Make
Are More Important
Than Profits*

No other occasions in the rubber industry have so stirred the wholesale response of the car owning public as have these annual spring trade-in events.

Created originally by General in 1926, it has been widely imitated, but after all, General's top quality is the one possible basis for success, for giving to the public the genuine values of the Trade-in Plan.

Without that feature of quality leadership which only General can give, the Trade-in Sale would not pay us. We can afford it only because of the assurance that customers taking advantage of this sale will "roll with us" for years to come.

Our one big object is new customers by the hundreds. We count upon the long term patronage that top quality wins.



*The Used Tires
Go On Sale
As Fast As Taken In*

You'll find rare bargains in almost every make—every size—many only slightly worn—others we will recondition—and many brand new tires will be turned in, too—all go on sale—select yours early.