

# Grand Opening

**THE  
GENERAL  
TIRE**

**FRIDAY AND SATURDAY, JUNE 8 - 9**

**FREE!  
DOOR  
PRIZES**

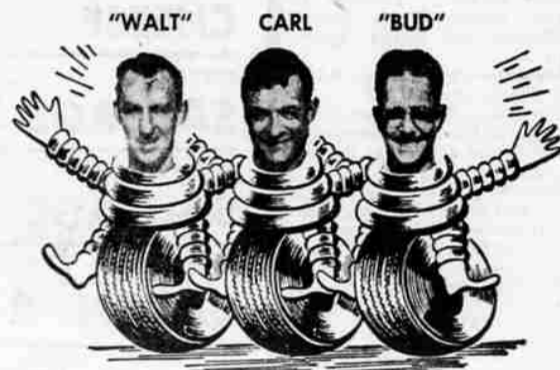
- ★ 1 KRAFT TREAD  
DRAWING 12 NOON
- ★ 1 GENERAL JUMBO  
BATTERY  
DRAWING 2:30 P.M. DAILY
- ★ 1 PASSENGER TIRE  
DRAWING 5:00 P.M. DAILY
- ★ 1 SET OF LUGGAGE  
(3 PIECE)  
MEN OR LADIES  
DRAWING 8:30 P.M. DAILY

**10 A.M. - 10 P.M.**

WHEN YOU NEED TIRES - THINK OF YOUR RUBBER MEN!

Home of  
Famous  
GENERAL  
NYGEN  
TUBELESS  
TIRES

Blow-Out Preventive &  
Puncture Resistant



**COME!  
Bring All  
The Family!**

See Our  
Grand New  
Building  
ON COURT STREET  
Opposite from  
Rogue Valley  
State Bank



**GUESSING CONTEST!**

OPENS AT 8:30 P.M. SATURDAY  
How many feet of Nygen cord in this tire?  
General L.C.M. Wt. 1800 Lbs. Ht. 7'-8"  
Size 24:00 x 29

**WINNER TO RECEIVE  
1 SET PREMIUM TIRES**

COFFEE & DONUTS, ICE CREAM  
FOR YOUNGSTERS, ORCHIDS  
FOR THE LADIES  
Flown In From Hawaii



*Authorized Plant*

**KRAFT  
SYSTEM  
RECAPPING**  
A GENERAL TIRE SERVICE

SEE OUR KRAFT  
RECAPPING DEPARTMENT

WE USE . . .

- FACTORY-APPROVED EQUIPMENT
- FACTORY-CONTROLLED METHODS
- FACTORY-TRAINED MEN
- and GENERAL TRUCK TIRE RUBBER

Here's What We Do . . .

We carefully inspect every tire both inside and out to check for injuries and hidden bruises to be sure the carcass is sound for recapping. Only a tire that passes this inspection is accepted for Kraft System Recapping. Our factory-trained Kraftmen use precision buffing to accurately buff the tire to the proper contour.

Every tire is scientifically balanced by factory methods to give new tire performance.

Our Time Temperature and Pressure Curing is constantly accurate.

The end result is a tire, recapped with General Tire rubber, that will give you thousands of safe, extra miles at lower cost per mile . . . because saving your tires is our business.



**THE  
GENERAL  
TIRE  
NYGEN**

**NOW - THE PERFECTED TUBELESS TIRE**



**STRONGER THAN STEEL!** Pound for pound, NYGEN Cord is stronger than steel cables - and only General has it. Tests prove that no other tire has NYGEN strength and blowout protection.



**SEALS AS IT ROLLS!** An accident-prevention feature on the highway and in traffic. A boon to women drivers. No repairs are needed after nails and similar puncturing objects are removed.



**LOCKS IN AIR AT RIM!** General's exclusive PRESSURE-LOCK embodies the same "O-ring" principle used on huge compressors. In millions of test miles, no General tubeless tire has ever lost air through the PRESSURE-LOCK air-seal.



**FOR QUICKER, SAFER STOPS!** "Cross-tread squeegees" - thousands of them around the tread of the tire - add car's paw sureness in wet slippery going. You feel a new sense of security of the wheel, even on slick, wet pavements.

Sell us your old tires today, let us put on Safe, new General Tubeless Tires. Terms to suit you.

**BATTERY  
Service**

A Complete General Battery Service - if your battery lets you down, call us up.

**ON THE ROAD  
Service**

**TRUCK TIRE  
Service**

Our staff of emergency servicemen are ready to serve you day or night - just call us.

**HAWKINSON TIRE TREAD SERVICE**

1112 COURT ST.

Phone 2-6969

MEDFORD, OREGON