

MEET OUR EXPERTS

"JIM" OBENOUR
General Manager"CLANCY" SAUVE
Commercial Sales"CHUCK" LANGSTON
Passenger Tire Sales"CHUCK" NELSON
Service Manager"CHARLIE" DAMON
Recap Shop Foreman"DOUG" PETERS
Vulcanizing Specialist"JOHNNY" FRAZIER
Truck Tire Specialist"RON" REICH
Service Specialist"JOHNNY" BROWN
Office Manager

General Tire Service of Medford, Inc.

(FORMERLY HAWKINSON TIRE TREAD SERVICE OF MEDFORD)

1112 Court Street

Phone SPing 3-8255

Come in during our big get-acquainted sale. Take advantage of the many tire and tire service specials. Let us show you why The General Tire is America's top-quality tire... and how our tire experts can give you the best all-around service in the area.

Grand Opening Days—

(Friday and Saturday)

HOURS: 8 a.m. — 6 p.m.

Grand Opening

THE GENERAL TIRE

TIRE SALE

Your Account Opened in 5 Minutes

FREE PRIZES

Register early
No purchase necessary
Winners will be notified

- Desk Clocks
- Desk Pen Sets
- Thermometer-Hygrometers

ALWAYS FREE COFFEE!

GRAND OPENING SPECIAL

ALIGNMENT & BRAKE ADJUSTMENT

ALL MAKES • ALL MODELS • NO EXCEPTIONS

WE DO ALL THIS

Correct Caster, Camber, Toe-In
Balance Front Wheels
Inspect Front Brake Lining
(Front brakes wear fastest)
Add Needed Brake Fluid

Inspect Wheel Cylinders and Grease Seals
Inspect and Lubricate Emergency Brake Linkage
Adjust Steering Mechanism

\$8.88

GRAND OPENING SPECIAL

4-Wheel Brake Reline

Ford — Chevrolet — Plymouth
1949 thru 1959

Similar Savings All Models

ALL WORK GUARANTEED
30,000 Mile or One Year Pro-rata Basis

\$16.95

GRAND OPENING SPECIAL

TIRE ROTATION & INSPECTION

88¢

ALL CARS

WE DO ALL THIS
To give you greater safety and longer tire mileage
Rotate position of all 5 tires to equalize wear, increase mileage
Replace leaky valve cores and missing valve caps
Inspect treads and side-walls for cracks, cuts, foreign matter
Check and correct air pressure with Master Pressure Gauge

SEE!

GENERAL

DUAL 90

2 TREADS • NYGEN CORD

The finest, safest tire on the road today... made by the world's largest manufacturer of premium tires.

36-month written guarantee



And remember: We Pay for Road Service, If You Have a Puncture

THE GENERAL TIRE

KRAFT

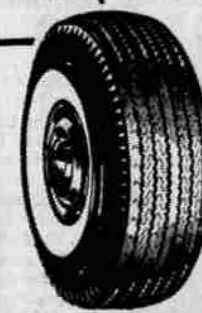
KRAFT RETREADING

FULL TREAD RECAPS

- Premium Tread Rubber
- Full Skid Depth
- NEW TIRE GUARANTEE

OPEN AN ACCOUNT

\$8.95



7.50x14 — 6.70x15

Casing Exchange

Dealers Welcome

Similar Savings ALL SIZES

GRAND OPENING SPECIAL

famous, long mileage

GENERAL

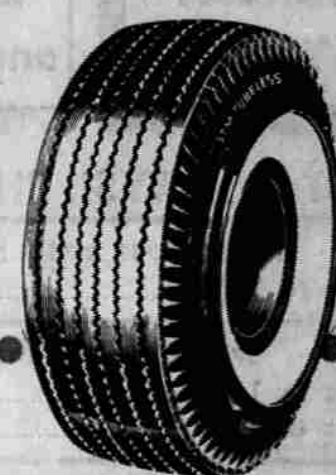
S.T.M.

Nylon, Blackwall

\$12.95

plus tax and recappable casing 6.70 x 15

Other sizes proportionately low



FARMERS—TRUCKERS

We Will NEVER Be Undersold on ANY Truck or Tractor TIRE

For Example—
6.00x16, 6-Ply
NYLON TRUCK

\$17.95

Plus Excise Tax Exchange Csg.

Similar Savings on All Truck-Tractor Tires

DOUBLE GUARANTEE

1. Guaranteed—against defects in material and workmanship for the life of the tire.
2. Guaranteed—For specific number of months (depending upon tire involved) against all normal road hazards. Adjustments prorated on General's current price at time of adjustment.

THE GENERAL TIRE

GENERAL TIRE SERVICE OF MEDFORD, INC.

1112 Court Street, Medford, Oregon

SPing 3-8255