

You'll Never Regret it When You Buy THE GENERAL TIRE

The
**GENERAL
TIRE**

—goes a long way to make friends

Proper Size



**A Larger Tire
and More Plies, the
Ideal Combination**

Stop for three minutes at our garage and learn how little it costs to equip with Generals and know the trouble-freedom and extra mileage that other people enjoy.

Increases in the use of General tires exceeded that of any other tire in the world last year. Annual statements of General and the country's other great rubber factories showed this.

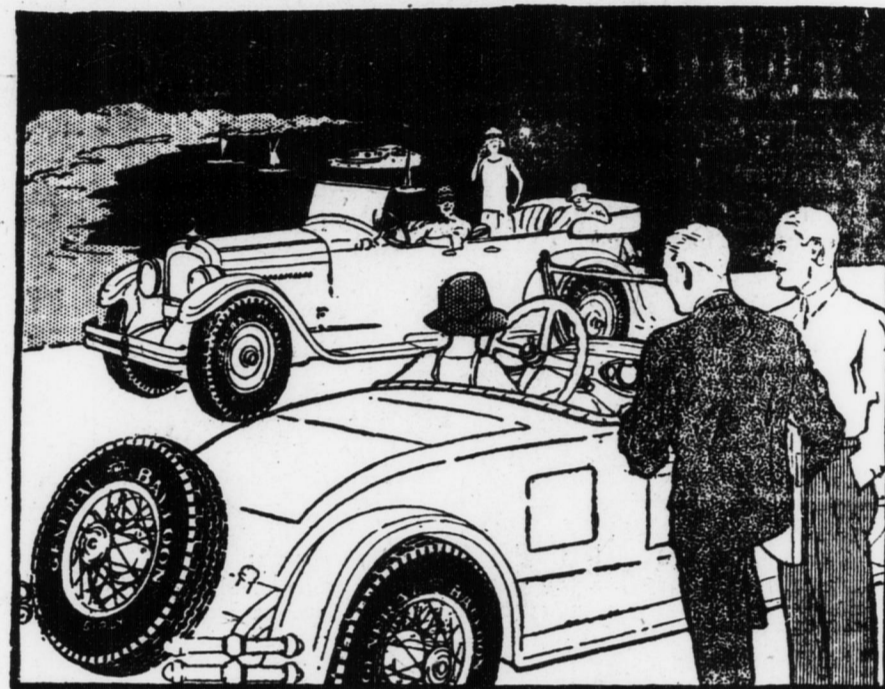
Aside from the top quality reputation, a big factor in General's achievement in leading the field last year, was the low price of rubber which made it ridiculously foolish to look for cheap tires the way prices for good tires were—and are today.

Thousands of motorists who have always wanted Generals but believed they could not afford the slightly higher first cost, are taking advantage of present low rubber prices and this special Trade-in opportunity and buying Generals for less than they had paid for other tires, good and bad.

Motorists by the score took off their old tires last week and are riding now on safe, new Generals.

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Veterans of Two Summers

You'll find the same General Tires that started in service this summer on the same cars next summer, rolling up records of almost unbelievable mileage, comfort and safety.

The answer is General's outstanding success in reducing internal friction and offsetting the ravaging effects of increased road heat and faster speeds in hot weather.

You can go through the winter getting double protection from skidding with General's dual-grip treads.

There's a great satisfaction and feeling of true economy when you can speak of your tires as veterans of two summers.

Trade in Every Make---Every Size---Old or New

With our full value allowance and today's low rubber prices, what's the use of worrying along with the ordinary tire?

The General Tire goes two, three and four seasons—more uninterrupted miles, two to one, than any other tire—This is because it is built from the ground up of pure new rubber and first grade fabric. A tire large and strong enough to do the job.

There are tires as bulky as General—made partly of reclaimed rubber, lubbery, loosely put together tires of inferior quality, but they are not the tires that give you the second ten thousand uninterrupted miles.

The experienced motorist knows the General is the correctly built, properly proportioned tire that makes driving safer—traveling more comfortable—that saves clothes, nerves and patience because it doesn't give out with a pinch against the curb or a

bump in a bad hole—that doesn't merely protect against accidents or abuse but furnishes unlimited protection—the kind that can be had only when built into the tire itself.

This is the kind of tire you need this year, above all years—with faster speeding cars, shorter stops and more of them, and hurried get-away, you need the big, safe Dual Tread, proper size General—always the preferred tire of the big car owners who want everything the best that money can buy.

This is the tire you need today even on the lighter cars—and can buy—for your car—at less than your usual price for tires by taking advantage of this Trade-in Sale.

GET RID OF YOUR DOUBTFUL TIRES BEFORE THEY BLOW OUT.

Forest City Motor Company

Forest City,

North Carolina