

STARTING TUESDAY 8 A. M.

# A SPECIAL TRADE-IN SALE

*Values Beyond Compare  
in the Tire Industry*

Now is the time to buy your General tires for the year. Take advantage of our Trade-in Sale.

You can get going on Generals right now without sacrificing a single mile of the wear left in your old tires.

Our Trade-in Sale gives you an advantage over today's tire prices. In this sale we offset the cost by making special allowances on your old tires.

We are going to take into consideration the fact that when the high cost of rubber caused tire prices to rise, it also increased the value of the tires already on your car.

You can cash in that increased value by trading in those old tires now.

And plus that, they have a special trade-in value with us if they are tires you put into use before last September.

Reproductions from Saturday Evening Post, Collier's and Literary Digest, showing General's stand against the growing practice of substituting re-claimed rubber for new rubber in tires.

*You can't save rubber  
by using less of it*

BY W. O'NEIL, PRESIDENT OF THE GENERAL  
TIRE & RUBBER COMPANY, AKRON, OHIO

In the news of the day practically every statement regarding rubber conservation supports the idea that rubber can be saved by using a few pounds less of it in a tire. This means substituting cheaper compounds, a growing practice that is not only short sighted but extravagantly wasteful. It is a fundamentally wrong as the subterfuge of putting sand in sugar or water in milk.

Putting shoddy or reclaimed rubber in tires does not save rubber. It reduces the cost of the tire several dollars but at the same time, by diluting the quality of the entire rubber structure, it takes out two-thirds of the wear.

This goes deeper than the tread rubber. It affects the quality throughout in the important rubber cushions that insulate and protect the costly fabric carcass. In addition

the blowing out of inner tube must be considered. This means more trouble on the road and the buying of more tubes.

Such saving of a few pounds of rubber in making a tire gives the consumer a negligible cut in his initial tire cost but a greatly increasing running cost. Using three sets of tires and tubes to go the distance one set of the best quality will travel, certainly does not save rubber.

The way to conserve rubber is to use it in whatever generous quantities are required to manufacture a tire that lowers the owner's cost, per mile by giving the longest possible wear.

A policy of building more miles into a tire does more for rubber conservation than any efforts to save rubber by using less of it.

It's the second 10,000 miles  
that makes the big hit.



*No matter how much or how little your present tires have been used, it will pay you to attend this Trade-in Sale.*

As exclusive distributors of the General Tire, we are in the proud position of having a product that has not been tampered with.

There is no reclaimed rubber used in the General Tire, carcass or tread. This rigid maintenance of the same standard of quality as always has cost General a tremendous figure.

But the commendation coming from the press and the public, from bankers and business men everywhere, proves that General makes no mistake in keeping faith with public ideals, in sticking to the highest principles of manufacture.

It is such sound policies as this that in just ten years have brought this tire into foremost rank in nation-wide car-owner and commercial-user preference.

And now, with the quality of the General Tire more outstanding than ever before, we want more and more new customers to get acquainted with Generals—to get started on the tire that will hold their trade for life by sheer merit of unmatched quality and by delivering the longest mileage ever heard of in a tire.

*We want every car owner in our city and vicinity to know about the General Tire. It stands so completely in a class by itself and is so sure to hold for years every customer starting with us now, that we are going to make it worth every man's while to come in during this Trade-in Sale.*



**The Big  
EXTRA ADVANTAGES  
only Generals  
will give you**

#### Mileage Incomparable

So many instances of the second 10,000 miles, and even the third, or more, that you hear our customers talking about it wherever you go.

#### Riding Comfort Unequaled

Because of General's low-pressure leadership in all sizes, both regulars and balloons, you really know the meaning of low-pressure comfort after you have taken your first ride on Generals.

#### Car Economy

The saving to the life of the motor and the car itself is due not only to General's low-pressure protection of body and mechanical parts, but also the minimum rolling-resistance in the tires, which makes every ounce of the motor's power count for the most and gets it over the hills with the least effort. It adds months and even years to the life of the motor itself.

#### Gasoline Saving

Due to the same feature of less rolling-resistance, you save gasoline when you ride on Generals. Sometimes the saving is as high as 20 per cent.

#### Trade in Your Tires for General 6-ply Balloons

Owners of the heavier cars now realize the tremendous advantages of the General 6-ply balloon—hundreds are changing to this improved balloon tire.

To run on General 6-ply balloons is to know real tire comfort and satisfaction—more mileage—no more punctures than regular-size tires—the greatest riding comfort you ever experienced.

#### Open a Charge Account

If you have an account in the leading stores, we offer you the same convenience, and this applies on tires purchased during the Trade-in Sale. Just tell us to "charge it."



#### Miller Tire and Battery Shop

138 WEST MAPLE AVENUE,  
BIRMINGHAM'S LEADING TIRE STORE

Exclusive Distributors of

*The* **GENERAL TIRE**

#### Bargains

in new equipment tires that were traded in on Generals. Various sizes in several well known makes; they offer exceptionally good buys as long as they last.

**The Only Sale This Store Has Ever Run. The Only Sale of Its Kind Ever Put on by Any Tire Store**