

Sensational

Starting Tomorrow, 7 A. M.

Our 5th annual Trade-in SALE

Price Reductions

Prices specially marked down for this sale to the lowest they have ever been this year or any other year — and special Trade-in allowances, too, without precedent in the industry—an unparalleled opportunity to equip every car, large or small, with the one tire that brings you positive comfort, economy and safety.

Blowout-Proof

GENERALS

6-ply and 8-ply Dual-Balloons;
Also the famous 6-ply and 4-ply Dual-Grip Generals

Everything in the complete General line, nothing reserved—all included at the drastic cost reductions you expect only in our one great sale event of the year.

Just once a year, with the aid of our factory we take off all limits, let down the bars and offer to the public the most outstanding tire buying opportunity given by the industry.

We aren't going to let cost stand in the way of a single buyer.

Every driver ought to have these safer General Tires. While this sale lasts, every car owner can have them.

Prices sensationally lower! Trade-in allowances higher!

All you need is to bring in your car in order to save money regardless of what you paid for your last set of tires, no matter what make or brand or what condition they are in.

Your present tires will go farther now in buying Generals than they will go on the road

New or old, your tires are worth more off your wheels than on.

We can afford to pay the difference for our Annual Trade-in Sale means volume business and hundreds of new customers on our books,

thousands in good-will added to our assets.

We are in business to stay, and repeat business from all customers due to our unmatched General Tire quality is something we can count on for years to come.

Even if your tires are badly worn, don't hesitate

We can recondition them for someone else to buy and can allow you plenty.

Remember we are Trade-in Headquarters and have waiting customers by the hundreds for all used tires. Don't gamble with your safety another day. Every hour on doubtful tires is made up of split-seconds of danger.

Bring in your car and roll away on the world's safest tires—Savings right at the start that give you thousands of cost-free miles—then years of General's trouble-proof mileage, security and unequalled comfort for less than it has cost you to ride on tires that can't guarantee your safety for a single season.

Open 7 A. M. to 11 P. M. every day — including Sunday During Sale. Be sure to bring your car—and come EARLY if you can. There's plenty of help to take care of everyone in a hurry—you can get your quotation quick—and absolutely no obligation on your part.

No Sales to Tire Dealers — No Phone Orders —

Over 400,000 People Injured Annually In Accidents Due to Tire Failure

The Blow-Out Proof Tire

Will Keep You Safe—End Every Tire Hazard

EVERY MILE on doubtful tires invites disaster. Your own tires may be ready to blow out at the next bump in the road. You can't tell by looking at them.

Blowouts hide inside your tires, hidden from inspection. They breed on summer heat from glaring pavements—grow nearer with every turn of a tire wearing and weakening through internal friction. They catch you in a crisis—when safety rests on your tires' ability to stand a sudden swerve—quick pick-up—a pounding break in the pavement.

When the blowout comes, you're helpless. Wrecked without a chance to save yourself. For modern road speeds leave less than one-tenth of a second before you crash, and no human can act in that brief time.

No motorist need face such dangers. General Dual-Balloons remove every tire hazard from modern motoring—Blow-Out Proof—their unmatched safety proved in the most spectacular tests ever witnessed by safety experts. They have defied shocks that the sturdy steel of your car frame could not stand—have taken punishment you'll never be able to give them. They are skid-safe, too—proved by tests on wet pavement, snow and ice—taking turns 15 to 25 miles faster than you dare take them on your present tires.

Come in now during our Fifth Annual and greatest sale. Get the whole story of greater safety and actually lowered mileage cost. Learn how our drastically lowered prices, specially reduced for this sale, and unequalled trade-in allowances will equip you with 100% safe, Blow-Out-Proof Tires at savings that take all the strain off your Budget.

Owners of new cars, too, profit by this sale

If you are buying a new car or have just had one delivered and intend to replace the equipment tires with safer Generals as so many other new car buyers are doing these days . . . now is the time to act . . . This special Sale applies on new car change-overs, too.

Convenient credit terms

Special terms that make it still easier for you to get started right now on Generals. Don't wait until you are ready to pay cash. We'll gladly open a charge account for you, either regular thirty day terms or our convenient General Tire Acceptance Payment Plan, financed by the factory and free from exorbitant interest and extra charges. You take as long as you need to pay.

'Phone 772 for Free Road Service

Batteries - Tires - Washing - Greasing - Road Service

KLINGENSMITH TIRE CO BIRMINGHAM

South Woodward Avenue at Frank Street

TEXACO
Gasoline and Oils