



Power—That's the Word

Power—that is the prime characteristic of the modern super-dreadnought.

Power for offense—**power** for defense.

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Power—that is also the word for *United States Tires*—all five types, the 'Nobby,' the 'Chain,' the 'Royal Cord,' the 'Usco,' and the 'Plain' Treads.

Power for offense—for aggressive ability to overcome the enemy of all tires—wear;

—ability to deliver the maximum

miles per dollar of tire cost, plus dependable anti-skid service.

Power for defense—the enduring ability to withstand the attack of hard usage,

—to hold off the attrition of long continued service until low-mileage-cost is won.

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United States Tires have the power to endure, and to deliver miles, because they are **built for power**.

Built of the best selected materials

that can be got—both rubber and fabric.

Built on the most scientifically correct principles that automobile tire engineers have ever devised.

Built by the most skilful skill that ability can pick and money can hire.

All of which power to perform is why *United States Tires* continue to make the tremendous sales increases which have put them on the pinnacle they now hold.

Buy United States Tires—they are GOOD tires.

A Tire for Every Need of Price and Use—

'Nobby' 'Chain'
'Royal Cord'
'Usco' 'Plain'

United States Tires Are Good Tires

United States Tubes and Tire Accessories Have all the Sterling Worth and Wear that Make United States Tires Supreme.