THE PEOPLE'S FORUM





LARGE STOCK, ALL SIZE REDUCED PRICES


Three different weights-but one quality throughout

## Standing by the Fabric Tire User

ET no one make the
mistake of thinking that the fabric tire user doesn't know what is going on in the tire-business-

Fabric tire stocks made a catch-all for the miscellaneous and the unknown. "Discounts"-"odd-lots"-"special offers"-"seconds"-"retreads."
His resentmentisnone the less deep because he showsit by action instead of by talking about it.
More thousands of fabric tire users are coming to United States FabricTires today than ever before in tire history.

The standing of U:S. Fabrics is the result of
an honest, understand. able policy-meriting and getting confidence.

The makers of U.S. Tires might get up a special tire to sell cheap. But they won't.
They might sacrifice quality and economy for the sake of capturing a temporary market. But they don't.

They might have laid down one policy for cord tires and another for fabric tires. But there is only one U. S. policy, | cAs people say |
| :---: |
| everywhere |
| United States Tires |
| are Good Tires |

and it sets one standard for every U. S. Tire made. From the $30 \times 31 / 2$ Fabric Tire up to the largest U.S. Royal Cord.

So today you find thousands of U.S. dealers who carry no other tires but U.S. Ad vanced tire-merchants standing shoulder to shoulder with the U. S policy of good faith towards everybody.
They have gotten be yond the short-sighted ness of classifying people according to the size of their cars.

Good men to know and trade with.

Treating the public as people to servenot as a market to sell.

## United States Tires United States (a) Rubber Company

HARE'S MOTORS INC. WE SHALL KEEP FAITH

