

Good Tires - Good Faith Good Business

United States Tires are the best tires that the present art of tire manufacture makes possible. That is why we advertise them as

Good Tires

It is because they are such good tires that we have been able to do away with all mileage limitations in the United States Tire guarantee.

All United States Tires—passenger car and truck—are guaranteed to be free from imperfections in materials and workmanship, with no limitation of mileage. It is a guarantee of absolute quality.

If an imperfection should develop, an adjustment is gladly made—a fair and square adjustment backed by the

Good Faith

of the United States Rubber Company, *the oldest and largest rubber organization in the world.*

The strength and dependability of United States Tires have made the adjustment problem one of minor importance to motorists who use them.

It is sound merchandising to market a good product like United States Tires on the basis of quality rather than on adjustment probabilities; that is, it is

Good Business

Eventually, we believe, all the manufacturers of better grade tires will adopt this method.

That this policy is popular is proved by the fact that the demand for United States Tires has outstripped our manufacturing capacity in spite of a constantly enlarging production.

United States Rubber Company

United States Tires
are Good Tires

