



SCO set the high value mark for $30 \times 3\frac{1}{2}$ tires when it originated the \$10.90 price last Fall.

USCO today betters that mark with a new and greater USCO-an USCO improved in many important ways.

For instance, a thicker tread-with a surer hold on the road-thicker side walls, adding strength and life to the tire.

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United States Tires

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V. B. STAPLES, FORD GARAGE, Ontario

E. J. POWELL, SERVICE GARAGE, Nyssa

HARVEY & RICKER, Ontario

And the price is \$10.90-with the tax absorbed by the manufacturer.

Men have always looked to USCO for the biggest tire money's worth on the market.

They always get a bigger tire money's worth than they expect.

Copression 1921 U.S. Tire Co

Where You

U. S. Tires:

Can Buy

cording to the Cyclopedia of India, "The effect of the caste system is that no man may lawfully eat with any individual of any other caste, or partake of food cooked by him, or marry into another caste family; but he may be his friend, his master, his servant, his partner.'

USCO

\$**10**90

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