



United States Tires are Good Tires

What Do You Want From Your Tires?

Is it economy—long, continuous service?

Then "Royal Cords" will delight you. They are built of tens of thousands of tough, sinewy cords laid in many compact plies. Each cord and each layer adds its individual strength to the tremendous sum-total of the tire. This construction results in a stoutness and a super-strength that means most miles per dollar—uninterrupted service far beyond the life of ordinary tires.

Is it riding ease? You will find it when you ride on "Royal Cords." The cords of which these tires are built are unrestricted by cross-weave. They are free to move in any direction—to conform with lightning speed to irregularities of the road. In addition, each cord is imbedded in live, springy rubber. The consequent aliveness and flexibility of

"Royal Cords" smooths the way. Rough spots are robbed of their impact and you experience an increased comfort and a heightened luxury that adds much to your pleasure in riding.

Is it assurance of safety? "Royal Cords" will give you that. A glance at the tire itself and you will readily understand why it is so successful as an anti-skid. Two grooves around the circumference forestall side slips while deep notches on the outside ridges make remote the possibility of skidding. To cap these advantages are the contributions of strength and yielding flexibility that are so vital to perfect safety.

Is it handsome appearance—speed—fuel thrift—easy steering? Experienced motorists will tell you that they find all these—AND

MORE—in "Royal Cords." It is their unapproached combination of GOOD points—their all-round perfection that has given "Royal Cords" their reputation as the finest tires built.

The "Royal Cord" is one of five separate and distinct United States Tires for passenger car and light delivery use, the only complete line built by any tire manufacturer. The others are "Nobby," "Chain," "Usco" and "Plain."

Among these tires you will find exactly the ones to serve you best under your individual driving conditions.

The nearest United States Sales and Service Depot Dealer will gladly assist you in selecting the best ones for your use.

Also tires for motor trucks, bicycles, motorcycles and airplanes.

Also Showing the Most Complete Line of PNEUMATIC and SOLID TRUCK TIRES

HAMILTON & WILBOURN, Distributors
26 NORTH BROADWAY **PHONE BROADWAY 425**