## When you come right down to reason, what is there to "discount" tires -

## T

 ently maintained quality first
standards with certain economy how much value he ought to get
 It's astonishing that any car the tire service he is entitled tor Nor how to check up between one hand-and big discounts, surplus stocks, discontinued line for the tire buye and retreads on the other. For two years U. S. Tire makers have been telling the American people all about tires.
They have laid open the tire They have established 92 country. Perfecting U. S. distribution so that you get a fresh,
live tire every time you buy a
$\qquad$
$\qquad$ on U.S. Tires he knows what he
is getting in quality-serviceeconomy. They have laid open the tire
business from every angle. In support of his own judgment he gets the pledged word
and reputation of the largest and reputation of the largest
and most successful tire concern in the world. They have always
led the fight for better tires.
 tires. They have consist


A Cheering Cup of Tea

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