 abuse and be more ready to help

## First to establish the \$1090 price"Usco"

 TE makers of U.S. Tires made this announcement las November-
"Hereafter the price of the
$30 \times 31 / 2$ Usco' is $\$ 10.90$." The lowest price ever quoted on
tire of quality reputation and a tire of quality reputa
standard performance.

And now, with the opening of Spring, there seem to be quite a
number of "New and Special tires" coming into the market in the $\$ 10.90$ price range.
Perhaps youare wondering just what there can be either "ne or "special" about these tires. It can't be the 110.90 price-
Usco" estabtished that five

## Usco" este months ago. <br> Nor quality reputation and nore than one fall sene-forittake now thre to demonstrate where it stands in duality sind value Whitoomany tireo rueh- <br>  <br> United States Tires <br> United States © Rubber Company

field (now that the season prom ses business from the American ing that "Usco" showed its good faith by announcing this price

The same intent to serve that has made "Usco" a standard valu The "Usco" Tire was never betterthan it is today-wit
its established quality, its time-tested performance
and its price closelyfig. and its price closelyfg
ured in tune with the
times.


ASHEBORO MOTOR CAR CO, Asheboro, N.C.

Chew fustsitobocee the Tyu Denn's the neat time Fresh! dir-tight in the paterted new cortainer


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 <br> <br> Maynard Bros.}C.