

COURT CALENDAR
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Co. vs. J. F. B
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& \text { \& Mf. Co., vs. J. W. Tarlton. } \\
& \text { s. R. T. Fry. }
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Check up on your balloon tire pressures you may find that you have been riding on "highpressure balloons" and losing the advantages of true low air pressure.
$T$ HE whole purpose of low pressure cushioning is defeated if your balloon tires are pumped up too hard.
Of course, it may be that the kind of balloons you are using must be run hard in order to protect the tires themselves.
If you find this is true, you will be glad to know the facts about U. S. Royal Balloons.
These tires provide all the comfort that balloon tires are intended to give, and yet you need have no fear about the life of the tires when run at proper cushioning pressure.
U.S. Royal Balloons are built to be run at true low air pressures.
They have the new flat "Low-Pressure Tread."
This tread has far greater area of road contact than a round tread, and distributes the weight evenly over the entire tread surface.

That is why U.S. Royal Balloons wear slowly, evenly and gracefully.
They have the further advantage of Latextreated Web Cord construction-a U. S. Rubber Company invention that gives the ideal combination of strength and flexibility essential to real balloon cushioning.
Ride on U. S. Royal Balloons and you will know what a world of comfort genuine low pressure can give.

## United States Rubber Company



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