

United States Tires
are Good Tires



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What is the Great Change which Distinguishes This Year's Automobile Show from those of the Past

YOU men who have been attending Automobile Shows right along remember how it used to be five or six years ago.

Some manufacturer announced a production of 5,000 cars for the coming year and everybody pitied him.

Registrations had already reached three millions.

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The short sighted dealer shook his head and said it couldn't last.

He hurried to get his orders in and his cars out before it was too late.

Everything hinged on quick deliveries.

It is different today.

With nearly 8,000,000 registrations ahead for the year 1920, we see the industry still in its infancy.

There can be no point of saturation short of the transportation needs of the country.

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What are the transportation needs of America — passenger and freight—and when will they be met?

That is a question our children's grandchildren will still be asking.

So, with motor vehicles as with tires, there will be no limit to the demand for the most fit.

For example—today there is no scarcity of tires. You see no cars laid up for want of tires.

There is a scarcity of U. S. Tires.

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This company with its enormous stake—the largest in the industry—is taking the long view—the sound, constructive view.

We are building and equipping for greater capacity, but placing responsibility for quality above the temptation of forced production. When we have doubled and trebled our facilities, there will still be a scarcity of U. S. Tires.

United States Rubber Company

Forty-Nine Factories

The oldest and largest Rubber Organization
in the World

Two hundred and thirty-five branches