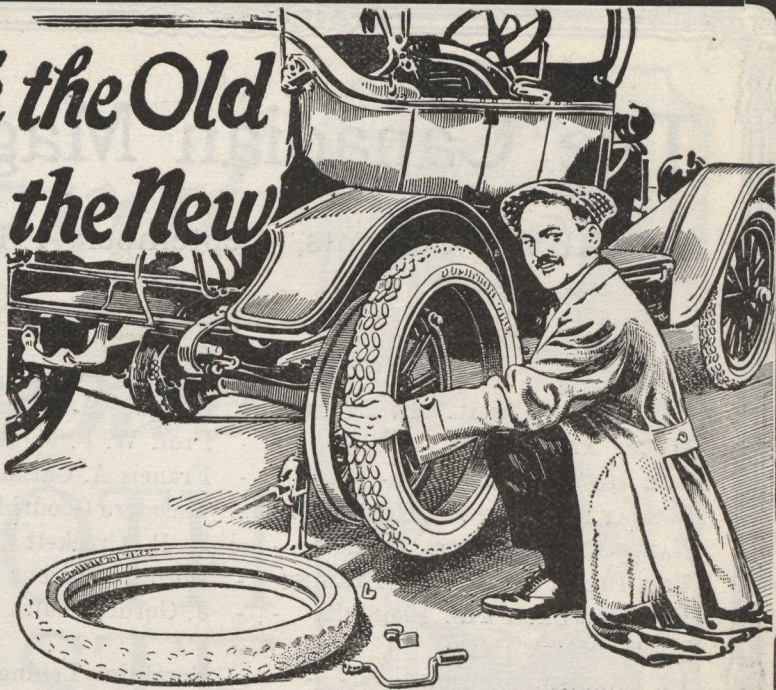


Off with the Old On with the New

"I'm sorry but I guess that good old "DOMINION" Tire will have to go at last. It has held out so long beyond its mileage that I wondered if it would ever wear out. It certainly doesn't owe me anything, and it never gave me any trouble."

"I'm counting on this new "DOMINION" though to duplicate the good work. With four "DOMINIONS", and one on the rack, I'm never afraid my business or pleasure will suffer because of tire troubles".



THAT'S the way motorists who are using them, all feel about "DOMINION" Tires. When they make replacements, they "Say 'DOMINION' and stick to it" even if some dealer, with a keener eye to profit than to service, does try to sell them some other tire. They prefer to pay a little more if necessary for the far greater service and satisfaction they get from "DOMINION" Tires.

The best dealers recommend and sell "DOMINION" Tires. If you have any trouble in getting what you want, write our nearest Branch, or our Home Office in Montreal, and we will see that you are looked after.

Canadian Consolidated Rubber Co.
Montreal. Limited

28 Branches in Canada.

Head Office
MONTREAL, QUE.



Nobby Tread

Best for all-round service, all the time, everywhere. Grips the slipperiest pavements—saves 90 per cent of punctures.

Chain Tread

An effective anti-skid tire at a moderate price—the best for the money.

Plain Tread

The basis of all "Dominion" Tires—the masterpiece of tire-making skill.

