# MC 2035 POOR DOCUMENT



# **BONNIE PRINCE CHARLIE**

Fragrant with the delightful odor of White Heather. A talcum powder of the very finest grade, cooling, soothing and refresh-ing. Ideal for toilet or nursery. Gentle-men enjoy it after shaving. The Royal Stewart Tartan in correct colors decorates the package, which is the same size as Royal Vinolia. In white or flesh tints. Price 25 cents

## LIRIL Violette de Parme

Purity and freshness are expressed in this talcum's delicate scent of violets. A relief also for soreness, irritation and abrasion of the skin or prickly heat. In a daintily decorated tin with perforated top and swivel cover. In white tint.

Price 20 cente

On Sale at all Druggists Vinolia Company Limited

Time and again we have gathered statistics to show what rim-cuts cost. This year certified public accountants were employed, so the fig-ures could not be disputed. They examined thousands of ruined clincher tires, taking them as they came. The old-type, hooked-base tires. And they found that 31.8 per cent had been discarded for rim-cutting certs

That's almost one tire in three. That conveys some idea of the saving ac-complished by this Goodyear No-Rim-Cut tire.

# How We Did It

We did this by making a hookless tire-one that does not hook to the rim.

Thus your removable rim flanges can be set to curve outward-not inward as with clincher tires. Then the tire, when wholly or partly de-flated, rests on a rounded flange. There is no sharp, curved-in edge to dig into the tire.

Thus rim-cutting is made impo These tires fit any standard rim.

without them.

Makers have tried it again and again, but thousands of the tires came back for replacement.

(JOOD) YEAR

**No-Rim-Cut Tires** 

With or Without Anti-Skid Treads

So the wish to end rim-cutting has led tire users to Goodyear No-Rim-Cut tires.

of countless blow-outs. This "On-Air Cure," used by us alone, adds to our cost \$300 daily.

Tread separation, when it occurs, comes near the breaker strip. This is the fabric strip which comes at the base of the tread in every standard tire.

For this strip we use a patent "rivet fabric." The tread rubber is forced down through this fabric, forming hundreds of large rubber rivets. Then the tire is vulcanized en masse. We have exclusive use of this patent. No other tire can thus prevent the ruin of loose

No-Rim-Cut tires, with these costly features, used to cost one-fifth more than clinchers. Now they cost no extra price. This is due to our multiplied output.

Our dealers are everywhere.

and key-made by secret machinery. They cannot be imitated. And it seems that a faultless tire of this type cannot be made

