

DOMINION TIRES

Royal Cord

Construction

TENS OF THOUSANDS of slender cords in many compact layers, each cord and each layer laid parallel one to another, and each embedded in pure rubber so they cannot touch — each separate cord and layer bringing its individual strength to the tremendous sum total of power and resistance — so is built the tire structure of the Dominion Royal Cord Tire. The key principle is the slender cord and the many layers or plies; thus the enormous strength to the structure and the heavier side walls make practical immunity from blow-out, puncture and the bruise.



Why "Royal Cord"?

BECAUSE—"Royal Cords" make possible Lower Gas Consumption, more miles per gallon than the same car can get on fabric tires. This saving alone pays the difference in cost, within the life of an ordinary set of tires.

BECAUSE—"Royal Cords" afford More Mileage than is possible from fabric tires. The carcass of the "Royal Cord," as well as the tread, absorbs the road shocks, and the carcass, in absorbing these road shocks, relieves the tread of a portion of its strain, giving longer life to the tread than is possible in fabric tires.

BECAUSE—"Royal Cords" are Non-Skid, and are so designed to be equally desirable for all four wheels, and their construction reduces side-slipping without impairing the ease in steering.

BECAUSE—"Royal Cords" eliminate Interior Friction. There's no chance for friction in them.

In "Royal Cords" each individual cord is coated with rubber, which prevents the parallel cords from rubbing each other.

And a layer of live, stretchable rubber separates each of the transverse layers of cords, preventing any friction there. No internal friction means Longer Life to the Tire.

BECAUSE—Lower Air Pressure is possible, and this means more comfort and easier riding.

Dominion Tires,
Inner Tubes and
Accessories are
distributed
through
Dominion Rubber
System Branches
and sold
by the
Best Dealers
throughout
Canada.

Dominion Tire Accessories
include everything you need to close a hole, plug up a bruise, or heal a cut in your tire. These helps will make your tires last longer. Carry a supply in your car.

Dominion Inner Tubes
fit all Dominion Tires and ensure perfectly balanced tires. To add comfort to your car and mileage to your tires, always insist on having Dominion Inner Tubes.



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