

*"I said
Dominion"*

THERE'S no reason why a dealer shouldn't gladly supply you with "DOMINION" Tires—unless he prefers to make a bigger profit and give you less value for your money.

Nor is there any reason in the world why you shouldn't get "Dominion" Tires unless you let a dealer switch you.

Say "DOMINION"—and stick to it!

Every "Dominion" Tire carries our regular warranty of perfect material and workmanship, and all adjustments are made on a basis of mileage—5,000 for Nobby and 3,500 for Chain and Plain Treads. Though they may cost a little more at first "Dominion" Tires are most economical in the long run, because they give you extra mileage and service. Say "DOMINION"—and stick to it.

And stick to the dealers who sell "Dominion" Tires and are proud of it. They promote their own interests by first looking after yours. If you have any trouble in finding those dealers, write our nearest Branch or our Home Office in Montreal. We will see that you are supplied promptly.

CANADIAN CONSOLIDATED RUBBER CO., Limited, MONTREAL

28 BRANCHES IN CANADA INCLUDING WINNIPEG, BRANDON, REGINA,
SASKATOON, CALGARY AND EDMONTON

Head Office: MONTREAL, P.Q.



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 rate.

Plain Tread

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

