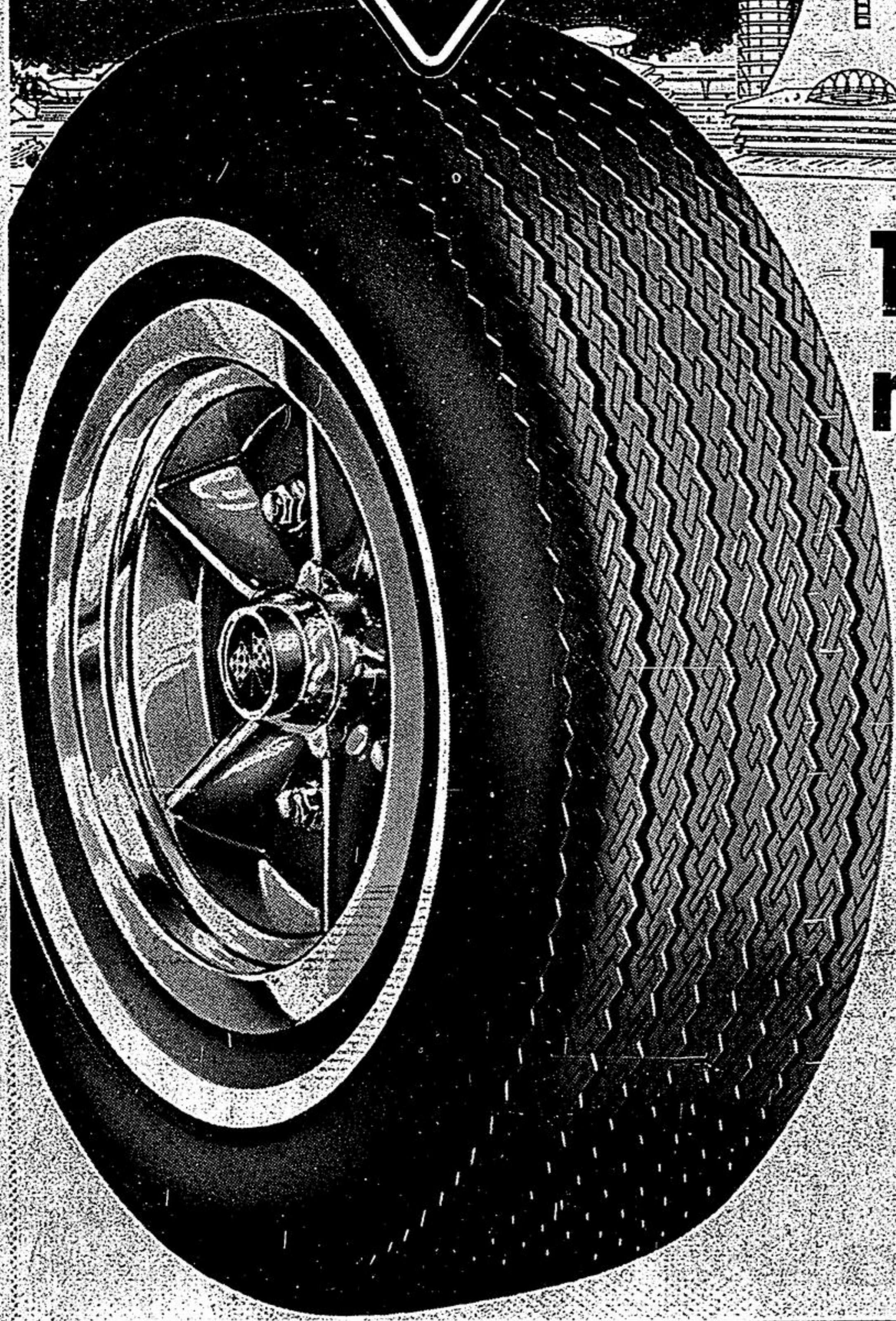


**CANADIAN  
TIRE**

# Tomorrow's Tire Here Today!



**The best bias-belted tire ever made. Here's the reason why:**

| MULTI-CORD 'FIBRE B' BELTED 2+2+2 |   |                                       |   |
|-----------------------------------|---|---------------------------------------|---|
| Whitewall<br>SIZE                 | 1 TIRE (and Guarantee) Price Before cash discount | 1 TIRE PRICE After Discount for cash* | 2 TIRES or more EACH After Discount for cash* |
| E78/14 (735/14)                   | 27.50   | 26.12                                 | 24.22   |
| F78/14 (775/14)                   | 28.35   | 26.93                                 | 25.03   |
| G78/14 (825/14)                   | 29.75   | 28.26                                 | 26.36   |
| H78/14 (855/14)                   | 31.70   | 30.11                                 | 28.21   |
| G78/15 (825/15)                   | 30.30   | 28.78                                 | 26.88   |
| H78/15 (855/15)                   | 31.80   | 30.21                                 | 28.31   |
| L78/15 (915/15)                   | 34.45   | 32.73                                 | 30.83   |
| J78/15 (Steel only)               |   |                                       | 30.83   |

*If you prefer Steel-Belted Tires, you can have them at the same pair prices as Fibre B' above.*

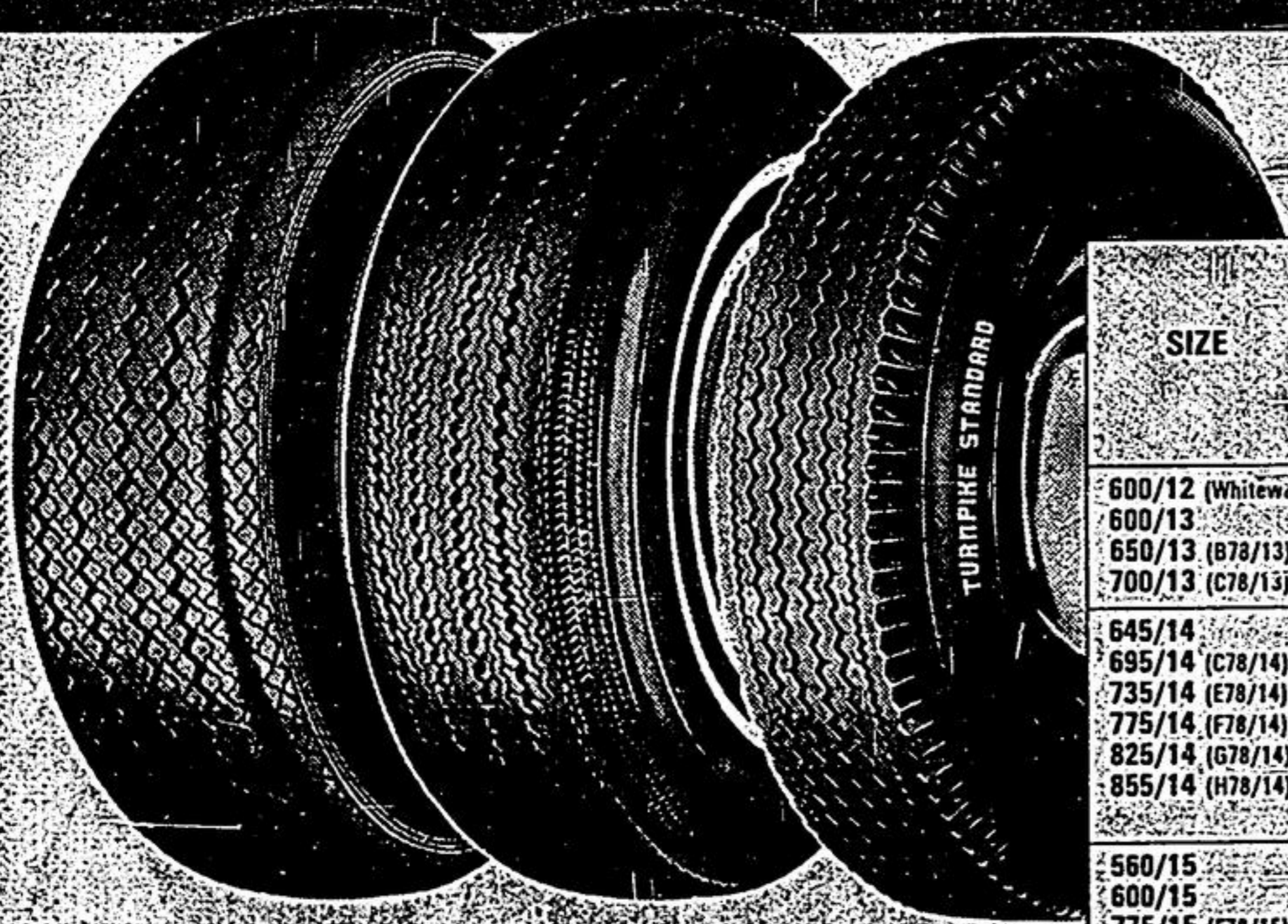
- \* 2 Body Plies of NYLON (stronger than ever Dupont 66) give twice the run-soft, safe warning-time, possible only with Nylon. (See Nevada Test posted in your Canadian Tire store).
- \* 2 Body Plies of non flat-spotting POLYESTER for the all-time smoother ride.
- \* 2 Belt Plies of 'FIBRE B' rather than steel, to hold the tread firm from squirm; provide the high modulus necessary for up to double the mileage.
- \* 'Fibre B' is just out of the test tube. A fabulous cord that gives a softer ride than steel, can't kink like steel or fail like glass under severe compression.
- \* 'Fibre B' by weight is 5 times stronger than steel and its fewer pounds mean less unsprung weight per wheel, resulting in fewer front-end repairs.
- \* 'Fibre B' is impervious to moisture, can't rot like rayon, withstands heat in excess of 600°, over twice that of the next best fibre.

For over 50 years it's been the accepted concept that tires could be made from different cord materials, but never mixed in 1 tire. **Came the Giant Step forward: the Belted Tire—with 2 different cords of different characteristics.**

Now comes the second Giant Step: Multi-Cord—deploying 3 kinds of cord in the one tire, each cord possessing different characteristics. Results? A combination of benefits in 1 tire—never before possible. Multi-cord is proof!

Safety 99 Multi-Cord 'Fibre B' Belted Tires are 5-Year Road-Hazard Insured: 44-Month, 44% Pro-rated Wear-out Discount Allowance.

## Very Special Value in Non-Belted Tires—



**WHIPPET**—Best-suited for hi-speed highways  
**CONTENDER**—Great for rough back roads  
**STANDARD**—Good for all-round economy-tire

| SIZE               | The WHIPPET Double-Ply Nylon Add \$1.50 for Whitewall |                          | The CONTENDER 4-Ply Polyester Add \$1.50 for Whitewall |                          | The STANDARD Double-Ply Nylon Blackwall (Not insured) |                          |
|--------------------|---|--------------------------|--|--------------------------|---|--------------------------|
|                    | 1 TIRE (and Guarantee) PRICE                          | After discount for cash* | 1 TIRE (and Guarantee) PRICE                           | After discount for cash* | 1 TIRE PRICE  | After discount for cash* |
| 600/12 (Whitewall) | 14.36   | 13.64                    |  |                          |   |                          |
| 600/13             | 11.48   | 10.91                    | 12.17  | 11.56                    | 10.65   | 10.12                    |
| 650/13 (678/13)    | 12.98   | 12.33                    | 12.95  | 12.30                    | 11.37   | 10.80                    |
| 700/13 (C78/13)    | 13.49   | 12.82                    | 13.49  | 12.82                    |   |                          |
| 645/14             |   |                          | 12.99  | 12.34                    |   |                          |
| 695/14 (C78/14)    | 13.38   | 12.71                    | 13.49  | 12.82                    |   |                          |
| 735/14 (E78/14)    | 13.75   | 13.06                    | 14.14  | 13.43                    |   |                          |
| 775/14 (F78/14)    | 14.25   | 13.54                    | 14.99  | 14.24                    | 12.61   | 11.98                    |
| 825/14 (G78/14)    | 14.95   | 14.20                    | 15.98  | 15.18                    | 12.99   | 12.34                    |
| 855/14 (H78/14)    | 17.85   | 16.96                    | 17.45  | 16.58                    |   |                          |
|                    |   | (Whitewall)              |  |                          |   |                          |
| 560/15             | 13.20   | 12.54                    |  |                          | 10.98   | 10.43                    |
| 600/15             |   |                          | 13.45  | 12.78                    |   |                          |
| 775/15 (F78/15)    | 14.25   | 13.54                    | 14.98  | 14.23                    | 12.61   | 11.98                    |
| 825/15 (G78/15)    | 14.95   | 14.20                    | 16.29  | 15.48                    | 12.99   | 12.34                    |
| 855/15 (H78/15)    | 17.85   | 16.96                    | 17.75  | 16.86                    |   |                          |
|                    |   | (Whitewall)              |  |                          |   |                          |
| 600/16 (Tube Type) |   |                          |  |                          | 11.39   | 10.82                    |

**No charge for tire installation—** when you buy our Dill or Schrader Valve at our regular catalogue price of \$1.00. We must install tire and valve together. \*A tire isn't new unless the valve is too!† Static Balance, tire and wheel, \$1.00.  
\*Discount for Cash is in lieu of Bonus Coupons

5-Year Road-Hazard Insurance on Whippet and Contender; 20-Month, 20% Pro-rated Wear-Out Discount Allowance. Standard not insured—you save the insurance cost.

## RADIALS They're the greatest!

**YOUR MONEY BACK IF YOU DON'T AGREE!**



| Road-Hazard Insured 40-Mth discount allowance | MFR'S LIST PRICE EA. (Not necessarily selling price) | 1 TIRE (and Guarantee) PRICE Before cash discount | 2 TIRES or more EACH After discount for cash* |
|---|--|---|---|
| 155R13  |  | 26.95   | 22.75   |
| 165R13  |  | 31.30   | 24.98   |
| 165SR13                                       | 49.30  | 37.30   | 30.68   |
| 175R13  |  | 33.75   | 26.36   |
| BR78/13                                       | 51.75  | 38.75   | 32.06   |
| 155SR14                                       | 47.80  | 35.80   | 29.28   |
| 165R14  |  | 30.95   | 24.65   |
| ER70/14                                       | 56.50  | 42.50   | 34.67   |
| FR70/14                                       | 61.65  | 46.65   | 36.72   |
| GR78/14                                       | 65.75  | 49.75   | 38.71   |
| GR70/14                                       | 68.85  | 51.85   | 39.76   |
| HR78/14                                       | 74.50  | 55.50   | 42.27   |
| 155R15  |  | 30.95   | 24.65   |
| 165R15  |  | 34.20   | 26.79   |
| 165SR15                                       | 54.20  | 40.20   | 31.54   |
| FR70/15                                       | 61.65  | 46.65   | 37.67   |
| GR78/15                                       | 65.75  | 48.75   | 39.66   |
| GR70/15                                       | 68.85  | 50.85   | 40.71   |
| HR78/15                                       | 74.50  | 55.50   | 43.22   |
| JR70/15                                       | 77.10  | 57.10   | 44.74   |
| JR78/15                                       | 84.80  | 58.80   | 46.36   |
| LR78/15                                       | 89.45  | 60.45   | 48.98   |

Radial Tires roll freely, are reported to save gas, outwear close to 2 sets of ordinary tires, rarely puncture. Our 'Safety 99' sidewalls of moisture-proof, fatigue-resistant Polyester stay stronger longer, bulge less, resist debris!

A Canadian Tire Radial purchase carries an automatic 10-Day Money-Back Trial Period. If you're not satisfied, Refund covers the after-allowance invoice price but not the \$1.00 Valve/Installation package deal or Balance.

**USE YOUR CANADIAN TIRE CREDIT CARD!**