



TYRES being as indispensable as petrol or guns, and the enemy already short of rubber, it is not difficult to picture the War Lord quoting Blücher while casting covetous eyes on British tyre and rubber factories.

¶ Thanks to substantial reserves of raw rubber, and to the constant arrival of new shipments which the "U" boats are powerless to prevent, we are able to make regular deliveries to H.M. Government of

AVON
TYRES

in all types, solid and pneumatic. Supplies for private motorists are available in the garages of 750 stockists.

The Avon India Rubber Co., Ltd., 19, Newman St., Oxford St., W. Works: Melksham. Service Depots at Manchester, Glasgow, Birmingham, Bristol, Newcastle, Aberdeen, Nottingham, Swansea, Paris.

Abbildung 100

THE BRITISH EMPIRE
THE LAND OF BEAUTY, VIRTUE, VALOUR, TRUTH. Oh! who would not fight for such a Land!

FOLLOW THE DRUM
In Sad Times, or Glad Times, and All Times, take
ENO'S 'FRUIT SALT.'
Health-Giving. — Refreshing. — Invigorating. Known and Sold throughout the World.

Abbildung 101