

When the new Dictionary of Auto terms and phrases is issued "to tractionize" will be explained as a term denoting "to equip a car with the standardized anti-skid, which ensures perpetual safety."

Holds Highest Honors for Prevention of Skidding

It has yet to be proven that any sanely driven car has ever skidded when the tire equipment was Dunlop Traction Tread. No other tire can produce such a record.

Holds Highest Honors for Prevention of Rim-Cutting

About eight years ago we invented the Won't-Rim-Cut Tire and brought out the first tire of this type ever made in Canada. For two years we gathered statistics from dealers, all of which went to prove that Dunlop was the one tire which Never Did Rim-Cut.



Holds Highest Honors for Mileage and Endurance

Winnipeg, August 22, 1913, Gas Power Age Trophy, 500 Mile Endurance Run, Winning car equipped with Dunlop Tires. Two of the four had previously gone 12,000 miles and one of the other two had previously gone 9,000 miles. As a Winnipeg paper very truthfully said: "Can you beat that for a driver's confidence in a tire?"

Holds Highest Honors for Anti-Skidding, No-Rim-Cutting, Mileage, Endurance—All in One

August-October, 1912, Dunlop Traction Treads made the first Canadian Trans-Continental Trip. One of the four tires travelled the full distance from Halifax to Vancouver without even being pumped up a second time.

The Dunlop line consists of Tires for Automobile, Motor Truck, Motorcycle, Bicycle and Carriage, Rubber Belting, Packing, Hose, Heels, Mats, Tiling and General Rubber Specialties.

