

Made in the Heart of Canada Which Beats the World

You don't have to go out of this country to get the best tire in the world. We admit best is a much used word, but Traction is a much used-Tire. That's how they know each other so well.

"Made-in-Canada" does not mean that the article is trying to travel on a wave of sentiment or trying to avoid discussion of the product merits which ordinarily influence

a sale. Far from it! "Made-in-Canada" simply means that an article which is good enough for the majority of Canadians would, also, be good enough for the minority if the latter bought on a fair test—everything being equal, showed partiality for the article manufactured where the buyer himself was getting the means for his own existence.



DUNLOP **TREAD**

SEAL OF QUALITY

TRACTION

Never Did Rim-Cut
50% Less Road Friction
Practically Puncture-Proof

Only Real Anti-Skid
66 Cubic Inches Larger
30% More Mileage

Personally we have a ways felt that while our goods might have competition in price, they never had competition in service. In other words, no matter what the test, we believe Dunlop Traction Tread is unrivalled for efficiency the world over, that no other automobile tire, import it from where you will, can show a record of results that will equal "The Most Envied Tire in All America."

Believing that there are so many

reasons why Canadian motorists should select Dunlop Traction Tread, naturally we have never emphasized the "Made-in-Canada" slogan as a main argument why you should buy "The Master Tire," but we do emphasize it as an argument why you should not buy the foreign-made tire—no matter whether you select our tires or not.

every Canadian exercised his right to buy foreign articles, there would soon be no Canadians to buy anything at all.

MADE IN CANADA

Couldn't Be Made Better Anywhere Else