

"GuttaPercha" Tires - Canada's Predominance in Tire Manufacture and Performance



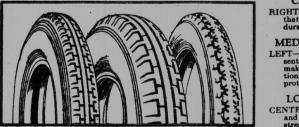
ANADA is young, but already old in achievement! Here is a page scanned from her work-a-day history. Over fortytwo years ago when the "horseless carriage" was still a prophecy—a large variety of rubber goods was made and marketed by the makers of "Gutta Percha" Tires. Rubber! the science of its processing, toughening, curing and excelling was, and is, the dominant purpose of this

and excelling was, and is, the dominant purpose of this institution. Hence, twenty years later, the challenge of the automobile was met by tires created from this continuous and unequalled experience. The symbol "G. P." was affixed to this Canadian built tire, which has since become the admiration and envy of competition. Just as cord tires by their amazing performance in long distance speedway races revolutionized the tire industry—so "G. P." Tires stand sentry over Canadian ability to dig deep and aspire high—to achieve enduring records, for something more than lip-word "Quality"—even the spirit, the integrity, the very life of what that word stands for in the English tongue.

Since "Gutta Percha" Tires came upon the market they have made notable contributions to that durability which sets today's standard of service. Time was, when six tires per car per year were necessary requirements. Twenty years of "Gutta Percha" Tire improvements have steadily made this Tire the leader in rolling the average down to'less than two tires per car per year. This wonderful increase in mileage is the composite result of exclusive experiment and betterment in product and design. "Gutta Percha" Balloon Tires are undoubtedly the ultimate in tire construction—the masterpiece of experience and skill. This unity of built-in service and value to the buyer embraces many factors.

For instance, their design! "Gutta Percha" Balloon Tires are built to reduce friction to a minimum. They possess a balance in their generous bulk and graceful contour which is at once the sign of smooth rolling and long wear.

Then, the tread! You will observe that the tread meshes together, smoothing the arc of the steering circle and forming the well rounded apex



CROSS TREAD RIGHT—An unusual Cord Tire that has proved its worth in durability and mileage. MEDIUM PRESSURE LEFT—A new type of tire representing a new principle in tire making,—destined to revolutionize ideas of comfort, car protection and ease of steering.

of the sturdy side walls. This gives a velvety but sure road-grip to the tire, making it amazingly durable: and the steering so much easier and more flexible than other tires of this type that they offer a new experience in Balloon Tire-steering.

Then the rubber! The toughness of the rubber in "Gutta Percha" Balloon Tires is one of the secrets of their durability. The tougher the rubber in a low pressure tire the greater the mileage it will give you. The extraordinary tough side walls and tread in "Gutta Percha" Tires resist the abrasive action of ruts. These are some of the reasons why "Gutta Percha" Balloon Tires give the dweller in rural communities and those who follow the lure of far-flung highways a sense of comfort, of well-being, of car and pocket-book protection. The toughest rubber and strongest fabric that knowledge and skill can create form the carcass of these predominant tires.

"Gutta Percha" Balloon Tires are therefore dominant in quality yet sold at the usual standard price. Forty years of experience, of acquired genius to produce a tire of unquestioned distinction and worth, have been concentrated to this unswerving purpose. They are made in Canada. The pride of that affirmation will be attested in mileage, in comfort, in safety at high speeds and easier steering at low speeds, by every purchaser —from the first day on.

"GUTTA PERCHA" BALLOON PRÉSSURE TIRES

CUER FORTY YEARS Gutta Percha & Rubber, Limited BUILT INTO EACH TIRE Head Office and Factories, TORONTO WINNIPEG CALGARY

