



—“First”—

HAVING founded the tire industry in Canada; in other words, having made the first Canadian Quick-Detachable tire twenty-five years ago, it seems but suitable that we should be making the first tire to-day:—first in breadth of acceptance, first in uniformity of service, and first in rock-bottom value.—*Dunlop Traction Tread*.

Summed up, the facts concerning “Traction’s” record are just these:—

We have been under rather than over in our claims, and “Traction” has been over rather than under in its service.

Other excellent Dunlop Tires are “Special” “Clipper,” “Ribbed” and “Plain.”



Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories: TORONTO

Branches in Leading Cities