



## Record Demand....

## ....Record Output

¶ There is right now a tremendous demand for Dunlop Tires —“Traction,” “Special,” “Plain”—and this makes our record output merely the incentive to greater efforts. ❀ ❀

¶ Here, then, we have in a nutshell the attitude of Canadian auto owners. Despite their being besieged on every side with higher charges for merchandise in general, these motorists see plainly that, High Cost of Living or Low Cost of Living, they *cannot afford* to forsake Dunlop Quality at a just price merely to try and better Dunlop prices with the *attendant risk* of uncertain quality. ❀ ❀ ❀ ❀

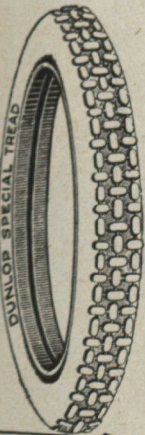
### **Dunlop Tire & Rubber Goods Co., Limited**

HEAD OFFICE AND FACTORIES: TORONTO

**Branches:** Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, and Halifax.

Makers of High-Grade Tires for Automobiles, Motor Trucks, Bicycles, Motorcycles and Carriages; and High-Grade Rubber Belting, Packing, Fire Hose and General Hose, Dredge Sleeves, Military Equipment, Mats, Tiling, Heels and Soles, Cements, Horse Shoe Pads and General Rubber Specialties.

Sole Canadian Distributors for “House” and “Houk” Wire Wheels.



“SPECIAL” **DUNLOP** “TRACTION”