

"The Master Tire"



="FIRST"=

HAVING founded the tire industry in Canada; in other words, having made the first Canadian Quick-Detachable Tire twenty-four 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.

Two other excellent Dunlop Tires are "Special" and "Plain."

**DUNLOP TIRE & RUBBER
GOODS CO., Limited**

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TORONTO
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T. 148

