



**MADE-IN-CANADA**

**Couldn't be Made**

**Better Anywhere**

**Else.**

**I**T is risky to pay less for your tires than the DUNLOP TRACTION TREAD price.

¶ That price is always a standard for you to follow—anything more is unnecessary—anything less is risky.

¶ If tires were bought on a price basis only—there never would have been any DUNLOP TRACTION TREAD.

¶ But because the big majority of motor owners regard the safety-insuring qualities of a tire as priceless, DUNLOP TRACTION TREAD was made the best-known and best liked tire in less than three years.

