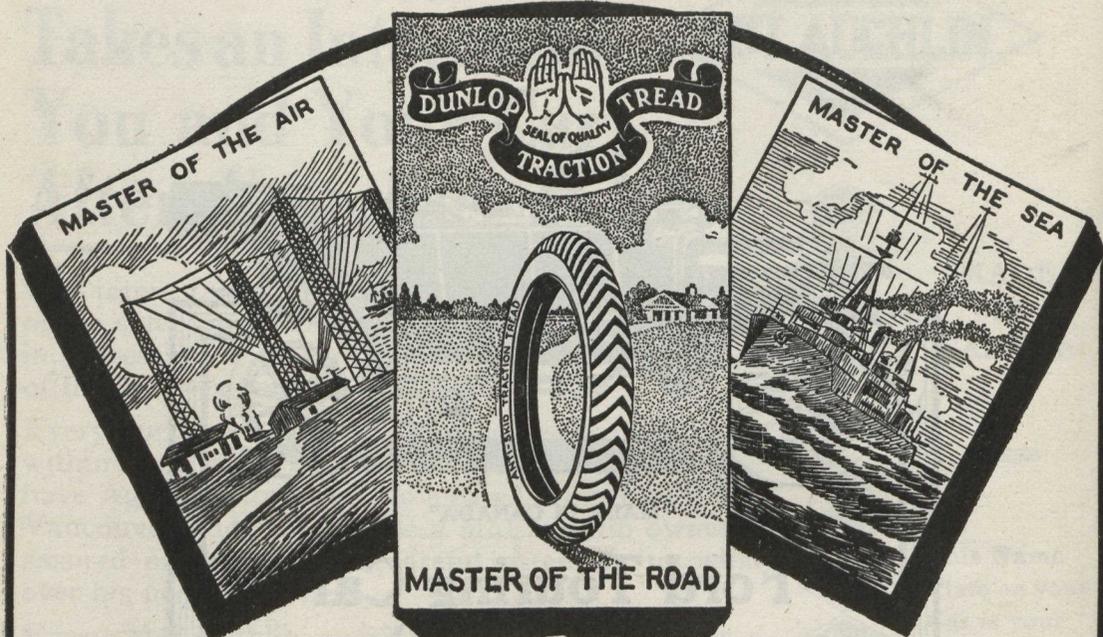


THE GREAT MASTERS



The motor car could have gotten along without DUNLOP TRACTION TREAD — but not so well.

If DUNLOP TRACTION TREAD had not come into being, motorists would still be looking for protection from skidding; a tire that would never rim cut; and that would adapt itself to every car, every load, because it had sixty-six cubic inches greater air capacity.

In the generality of causes, DUNLOP TRACTION TREAD has sold more cars than any other single source. Tires make or mar the pleasure of driving. A standardized safety-ensuring tire like DUNLOP TRACTION TREAD means auto prospects can be made to forget their anticipated fears about skidding, punctures, rim-cutting, and go ahead and buy the car.

DUNLOP TIRE & RUBBER GOODS COMPANY, Limited
 HEAD OFFICE: TORONTO BRANCHES IN LEADING CITIES

Makers of Tires for Automobiles, Motor Trucks, Motorcycles, Bicycles and Carriages, Rubber Belting, Packing, Hose, Heels, Mats, Tiling, and General Rubber Specialties.