

DUNLOP MEANS TIRE MILAGE

DUNLOP TIRES MAKE RECORD

They Stand Up in Spite of Bad Roads.

Vancouver Man Motored 5,159 Miles Without a Mishap.

Throughout the years which have marked a decided development in the automobile, from the time when it was still a curiosity till now when it is recognized as a most important factor in the economic life of nations, countries and communities, there has also been a corresponding development in pneumatic tires and tubes. In fact it might be said that the two have gone hand in hand. Today the quality of tires being placed on the markets is far superior to anything that was ever anticipated. It was not so long ago that in the mind of the daring motorist there was always that fear which arose in the question: "I wonder whether I'll get there and back without having tire trouble?" But now the story has changed for the motorist, the truck owner, too, has a confidence that his tires are going to give him service day in and day out, just as long as he treats them right and does not subject them to hard knocks and blows. Often it is wondered how it is possible for the tire to stand up under such usage as it sometimes gets.

But when certain facts are taken into consideration there is a reason for this and it all goes back to the manufacturer who to-day is building not only a tire but building a service into the tire.

This has been particularly exemplified in the product which is being turned out by the Dunlop Tire & Rubber Goods Company, Limited. Not many months ago an incident was drawn to the attention of the company which indeed proved to be another triumph for the Dunlop tire.

John H. Cocking, 875 Bernard street, Vancouver, travelled in his car equipped with Dunlop tires all the way to Toronto, 5,169 miles of actual motoring, without a tire mishap. Mr. Cocking left his home August 24th, 1921, and arrived in Elmira, N.Y., September 19th. The speedometer of his car registered, 3,975 miles between the two aforementioned points, but before covering the additional 315 miles between Elmira and Toronto, Mr. Cocking motored around New York state to the extent of 879 miles, making the grand total 5,169 miles.

The famous Honey-Wilby trip on Dunlop tires in 1912 represented a journey of 4,160 miles—Halifax to Vancouver. So that while Mr. Cocking did not actually drive from coast to coast he motored 1,009 miles farther than such a trip comprises.

Mr. Cocking's trip last fall was solely for pleasure. As a matter of fact the Dunlop people did not know of his intentions until he came into their office at Vancouver to discuss Dunlop cord tires. The course was through the United States almost entirely, and in at least one case a detour—of which there was a multitude—was for 50 miles alone. One can gather some idea of the road condition by noting Mr. Cocking's own remarks:

"Shortly after leaving Seattle we entered the famous Snoqualmie Pass. The road ascends here to an altitude of 3,010 feet. The gradients experienced were extremely short and steep to a degree. The road bed was strewn with loose rocks as it was under construction at different places."

Again: "This section of the trail (in Idaho) passes over Bitter Root Summit, the highest point outside of the Continental Divide. This part of the road is very hard on cars, being strewn with loose boulders. These, coupled with the hard rock surfaces at different points, makes their impression on springs and tires."

And further: "It might be well to mention the detour of detours. This started beyond Billings, Montana, and ran northward on the trail of the prairies. As the crew flies we described a great half circle and travelled over 50 miles before seeing the main road again. Just think of it! Fifty miles practically out of our way. That might not seem so bad to you in the East, where there are several roads and if you do not go on

one you simply go on another. Not so here, however. There is but one road and when you leave that you meet with anything from grass-covered prairie to mud wallows and apparently unmarked wilderness. It was only a few miles from Miles City that we again joined the road. At this place we made our camp for the night.

On the following morning we again started forth. Like the preceding day detours seemed the order of travel. On these detours we forded creeks, crossed open gulleys, stretches of grass land and through soft earth roads. In a few words practically every kind of road condition that prevails in summer was experienced. During each day the temperature was extremely high, and with the rough going we fully expected tire troubles. From Miles

City to Baker is 121 miles by the main road. However, detours were so frequent that after a hard day's driving, during which we traveled 149 miles, we were only able to accomplish the actual trail distance given above.

"From Baker we continued on the next day in a general easterly direction. I say 'general' because of the same old detours. It was here that we had our first experience with the justly famous 'gumbo.' As you know this stuff is a sticky mass that adheres to everything. It fills in between the spokes of the wheels until one would think they were discs of mud. It caked on under the fenders until the wheels are actually running in grooves. Quite naturally it adds many pounds to the car, and is the last word in a motorist's muddy nightmare."

This might be certainly called a wonderful triumph, but let Mr. Cocking sum up the situation in his own words:

"You will be pleased to learn that the Dunlop tires I put on the Dodge in Vancouver stood all the grueling and climatic conditions of my transcontinental trip most admirably, and further, that they reached Toronto with a supply of good Vancouver air in them."

Mr. Cocking used Dunlop cord tires taken from regular stock. But as Dunlop points out, regular stock means "double life, high mileage."

Few men ever wear their trousers out at the knees praying for work. Property unlawfully acquired should be given up without ado.

The hot-top desk often covers a multitude of disorder.



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DUNLOP CORD TIRES FABRIC



LOOK TO DUNLOP FOR "CORD" SUPREMACY

A man who owns three cars and who has driven an automobile almost since the inception of the "gas buggy" remarked to one of our directors the other day:

"I have been getting such dandy service from Dunlop Tires that I think your claims about mileage are far too modest. As far as my experience goes, you cannot talk too big."

1922, 1921, 1920, 1919—Dunlop Cord Tires came into existence in 1919, and the transformation in mileage year by year that followed their use by motorists has been most striking. 1920 surpassed 1919 to be, in turn, surpassed by 1921; and here's 1922 producing testimonials like this:

"I have just returned to you a 37x5 Dunlop Traction Cord casing which has gone 24,500 miles. The casing was used on the rear wheel of one of my Cadillac cars, covering 11,000 miles, and was then transferred to the front wheel and covered 13,500 miles after the change was made. I consider this exceptional mileage, indeed, and, needless to say, am more than pleased with the service rendered."

It is important to note that the tire referred to above was on a livery car, and, therefore, could not possibly have been subjected to a more severe test.

Buy Big Mileage in your Tire Purchases—Name Dunlop "Traction Cord" at any Garage or Tire Dealer.

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