

Leading Advertising Man Talks of Business of Canada

Austin A. Briggs, Advertising Manager for Dunlop Company, Tells Interestingly of Development of Pioneer Corporation in Tire Industry--Delighted With New Brunswick and Sees Great Progress for Fredericton in the Years to Come.

A recent visitor to Fredericton was Austin A. Briggs, known not only as the keen and successful advertising manager for the Dunlop Rubber Company, Toronto, but also as a traveller of wide experience and a capable and interesting newspaper and magazine writer. In 1910 Mr. Briggs was a member of the J. K. Cornwall party of magazine writers which went north to the Arctic Circle, and last autumn he made a tour of the continent, going as far north as Alaska, and travelling 10,000 miles in all. In the past few weeks he has been touring Eastern Canada on behalf of the Dunlop Company, and in conversation with the Mail a day or so ago he chatted most interestingly of his impressions of this part of the Dominion. Mr. Briggs expressed himself as being delighted with what he had seen of New Brunswick. "It is a fine province," said he, "with rich and varied resources, and undoubtedly has a great future before it. You have in Fredericton a beautiful city," he went on, "and my only regret is that I cannot make a longer visit. Your beautiful river is far famed, and in order that I may see more of it I have planned to make a trip to St. John by boat."

The Mail representative then questioned Mr. Briggs regarding the scope and extent of the Dunlop Company's operations.

Dunlop the Pioneer.

I understand that the Dunlop Company are the pioneers of the tire industry in Canada.

"That is correct," said Mr. Briggs. "We made our first bicycle tire in 1894 and, like many other business enterprises, we started in a small way and grew with the country. One of the things that appeals to me the most when contemplating the history of Dunlop achievements is this: Long before the company had a factory they had a selling policy, which summed up in a few words meant, 'Make Good Products and Keep a Good Name.' It certainly is a source of pride to think of those early days when the total staff consisted of a few people, and to contemplate today that the Company has fourteen full-fledged branches as follows: Halifax, St. John, Montreal, Ottawa, Toronto, Hamilton, London, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver and Victoria, also a number of district offices, as well as approximately 10,000 distributors over all Canada."

That Coin Stunt.

"Naturally, when people think of the name Dunlop they think of the 'Two Hands,' 'put in the Mail man. 'Is it true that in following the policy of originality in featuring the 'Hands' your Company were unconsciously the means of causing the government to

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AUSTIN A. BRIGGS,

Advertising Manager for Dunlop Rubber Company, and one of Canada's Most Capable Advertising Men, who Recently Visited Fredericton.

end of the rubber goods business, namely: Rubber Belting, Rubber Packing, Rubber Hose—in fact, practically everything in rubber products.

23 Years' Association.

"Obviously, the 'Two Hands' sign, with the original slogan, had no bearing whatever on the mechanical end of the 'Two Hands' sign with an association now of nearly twenty-three years back of it, had come to mean a quality standard, a business indicator that stood out from the field because of its unique character.

"So the phrase 'These Are the Only Tools You'll Need' was changed to 'Seal of Quality.' Then, the 'Two Hands' and the phrase were brought into a scroll arrangement that immediately linked them up with the idea of Dunlop Automobile Tires, Dunlop Truck Tires, or whatever might be the individual line receiving the publicity. Dunlop being a registered word in Canada and the 'Two Hands' a registered trademark, gives the company double trademark strength.

Bicycle "Comeback."

Mention of the revival in bicycling immediately brought an enthusiastic statement from Mr. Briggs. "No other sport in the history of the world," he went on, "took such a great hold on such a large number of people simultaneously as cycling. That is a broad statement, but those who have lived through the many seasons of sport since 1894, or who have kept in close touch with various sporting innovations from time to time, will we believe, confirm us in the above declaration.

Bicycle Tire History.

"J. B. Dunlop invented the pneumatic bicycle tire in 1888, and as noted previously, it was in 1894 that the Dunlop Company commenced the manufacture of the pneumatic bicycle tire in Canada. That event is probably the most remarkable thing in the whole history of tire events which followed, because the success of the motorcycle

and the automobile have been largely based in the success of the bicycle pneumatic tire, which in their case, of course, was at first merely an enlargement of the Dunlop bicycle tire.

"You probably have noticed that in our advertising we use the phrase 'If it isn't a Dunlop it's an imitation.' This is a reference to the wired-on feature which we commenced manufacturing under patents twenty-three years ago. Eighty per cent. of the bicycle tires used in Canada are Dunlop."

The Famous Dunlop Race.

Mr. Briggs continued: "Of course, no reference to the bicycle is complete without a reference to the Dunlop Trophy Race which, undoubtedly more than any other single factor, kept the bicycle 'game' alive. Of all the 'annals' started in the 90's, the 'Dunlop' alone is left. It has been run continually for twenty-three years. The very first race in 1894 was conducted in a blaze of excitement. Feelings ran so high when the results were announced that the losers in the contest took the matter to court in an effort to upset the bicycle judges' ruling. This decision brought to life the famous phrase, 'Did McCarthy Turn the Barrel,' to which even the poet has devoted his muse.

"In addition to the event noted above the two greatest achievements in connection with the Dunlop Trophy Race were put on, firstly in 1912, when before thousands of people the Dunlop Company staged the first bicycle-motorcycle and auto meet ever held in Canada on one track at one time and, secondly, in 1915 when a monster meet was held before ten thousand people and the entire proceeds given to the Red Cross, the Dunlop Company paying all the expenses."

Passing of Leather.

The Dunlop man was next interrogated apropos of the talk commonly heard that the scarcity of leather has brought rubber more than ever into the limelight. He answered: "It is needless to point out that good leather is scarcer than before the war. This condition immediately benefits two portions of the rubber industry—rubber belting and 'Acbe' soles. You probably have seen some of our announcements concerning 'Acbe'—'The Sole of Perfection.' This product, which outwears and outlives leather, is fast coming into its own and, undoubtedly will be taken up by the people on a large scale. Why shouldn't the people, in line with the government's appeal, save money on their shoe soles, as well as in household articles? Naturally, too, conditions governing the leather market will further popularize the rubber heel though Dunlop Heels have been accepted as standard for more than a decade. As a matter of fact, the demand for Dunlop 'Peerless' Heels has been little short of phenomenal."

Vastness of Rubber Business.

Mr. Briggs now proceeded to give The Mail reporter a thorough education in the wherewithals of Mechanical Rubber products. He stated that the Dunlop Company has to its credit the sales of tens of thousands of feet of heavy rubber belting for the elevation and conveyance of sand, gravel, coal and ore in one province alone. This is exclusive of the many thousands of feet of belting sold for various other purposes. To one huge elevator the company supplies belting measuring well over two miles in length and weighing thirty-two tons. At another time they shipped to one of the largest conveying and elevating systems in the world belting which weighed well over fifty tons.

Belting Endurance.

Carrying approximately half a million tons of destructive rock and gravel and one million tons of coal are certainly some tests of belt endurance. Those are the respective records two Dunlop Conveyor Belts have to their credit since being installed.

One Mile of Belting.

It wasn't so very long ago, either, since one of the biggest sawmills in the Maritime Provinces was fully equipped throughout with "Gibraltar Red Special" Belting, approximately one mile in length. More than two-thirds of this belting was on its way by express direct from the St. John headquarters of the company on the same day the order was received. The owners of the mill in question are using the same brand of belting in no less than four other mills coming under their control.

Supremacy in Rubber Hose.

There are few municipalities in Canada in which Dunlop Fire Hose is not at the present time recognized as a most efficient medium for the fighting of fires. It is a great source of pride to the company that their product is daily keeping guard over innumerable lives and millions of dollars' worth of property. Thousands of feet of other hose for all manner of use are turned out daily at the Dunlop factories. Steam, air brake, car tender, and water hose in enormous quantities have and are being supplied to practically all the railroads either domiciled or operating in Canada. Huge Dunlop dredge sleeves, into which several men could easily crawl at one time, are in commission on many big dredges.

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In Mill and Gasoline Hose the com-



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pany has achieved creditable success and has been given authority by the Underwriters' Laboratories, Inc., Chicago, to manufacture Dunlop Underwriters' Mill Fire Hose (Cotton Rubber-Lined) bearing their label of approval.

Rubber Packing Indispensable.

It seldom occurs to many people that if all packing was taken out of a factory, and there was no more obtainable, closing down would be the inevitable result. Wherever there is steam there must be packing.

Rubber Packings, therefore, are necessary in order to keep the wheels of industry moving to the zenith of their efficiency. Dunlop "Sunset" Red and "Globe" Special Packings are doing just that in practically all the busy centres throughout Canada. Particularly in the big steel industries, where abnormal conditions call for superb service, such as 175 lbs. steam pressure, they are living up to the general reputation of Dunlop Rubber Products.

Rubber Tiling in Demand.

In hospitals, Dunlop Tiling is finding constant and increased favor. Particularly in this case it is suitable because of its sound-deadening and sanitary qualities. Libraries, banks, and schools of learning, too, have need of it. They are, in greatly increasing numbers, realizing its matchless qualities.

The railroads long ago found Tiling to be indispensable for use in buffet cars, smoking compartments, aisles and on the platforms of their cars. Consequently, many thousand square yards of Dunlop Tiling have been laid in coaches belonging to practically all the leading railroads in Canada. Steamships utilize it profitably, also.

Theatres Use Rubber Mats.

Conspicuous positions on floors of the palatial entrances to some of Canada's largest theatres are occupied by Dunlop Rubber Mats. Many commercial establishments are keeping abreast of the times, also, by installing them.

Carriage Tires Still Used.

Questioned as to the influence of the automobile on the demand for carriage tires—one of the pioneer lines manufactured by the Company—Mr. Briggs remarked: "Contrary to the general impression, there has been no 'landslide' curtailment of carriage tires on account of the general popularity of the motor cars. In the larger cities, particularly throughout Quebec and the Maritime Provinces, great quantities of carriage tires are being used annually. That the majority of carriage makers in the Dominion have found it advantageous to adopt this Dunlop product as the standard equipment on vehicles of their make, speaks for itself."

Motor Trucks Increasing.

Mr. Briggs made it clear that

it didn't take the motor truck long to become popular as an efficient means of commercial transportation, just as it has proven to be a valuable asset in the war. The two main types of Solid Motor Truck tires in favor at the present time are represented by Dunlop Pressed-On-Fit and Dunlop Removable types—the one for large city use, where equipments for attaching or detaching are available, and the other for use primarily in smaller cities and towns, because it is easy to attach or remove by a mechanic without the aid of a special machine.

Noteworthy Fact.

It is a noteworthy fact that the Canadian government—and American government—have both adopted as standard equipment for all war trucks the removable type of Solid Motor Truck Tires, and this is the very type that the Dunlop Company were the first to make in Canada and have been selling to an ever-widening circle of users each year.

Factors in Success.

Turning to a discussion of the Dunlop factory itself our visitor had a good deal to note. It seems that ever striving to improve and keep ahead of the times the concern maintains a big experimental station which devotes its attention to perfecting established lines and creating new ones, and in both departments it has achieved remarkable success. One of the important factors responsible for the rapid but solid growth of the Dunlop Company is its absolute control of the Doughty Patent Process which, it is claimed, is the most exclusive and efficient method of making high-class bicycle tires and tubes for all purposes. Other notable inventions and improvements that are associated with the Dunlop Company are the pneumatic tire principle, the quick detachable principle, the straight side principle, and the science-built, anti-skid tire.

Thoughtful of Employees.

From the first the Dunlop Company has been thoughtful of its employees, and one of its valued organizations is a Mutual Benefit Society, while another is its Amateur Athletic Association. A few years ago the Company put at the disposal of its employees large athletic grounds so that sports, such as soccer, etc., could be carried on without any of the usual difficulties in securing actual space for playing the

(Continued on page 3.)

Negro women as section hands have made their appearance in the Baltimore and Ohio railroad yards at St. Louis.

More than 800,000 women are active farmers and gardeners in the United States.

Economy

Many people think they are saving money by buying cheap tea, forgetting that it is not the cost per pound but the cost per cup that determines a tea's economy.

You may pay 5 or 10 cents more per pound for Red Rose Tea than for common tea. But because Red Rose Tea is a blend of Indian-Assam teas with Ceylons, consisting of the choice tender shoots and buds—the parts of the tea plant that yield the largest amount of liquor and the finest flavor—one-third less is required in the pot to make the same number of cups.

The cost per cup between Red Rose Tea and common tea is then practically the same. But the flavor—what a difference.

And this distinctive and delightful flavor and rich strength is protected by the Red Rose sealed package. No air, odors or dust can get in to injure Red Rose Tea's splendid quality and economy.

Order a package from your grocer.

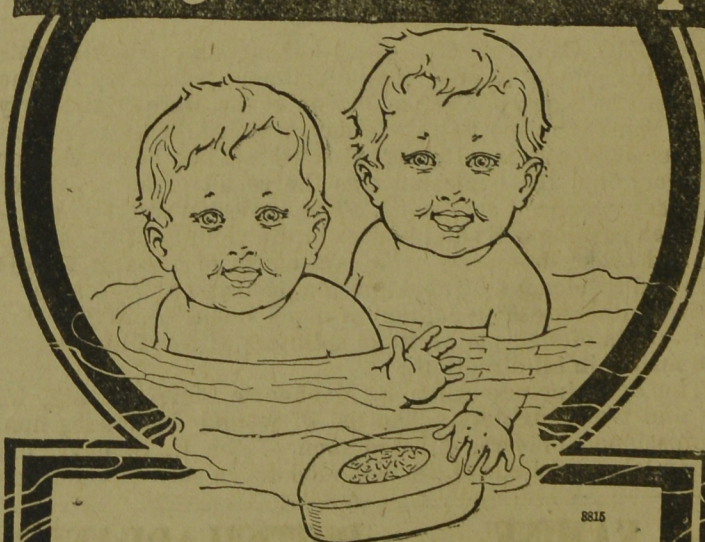
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Red Rose crushed coffee is as generously good as Red Rose Tea and just as easy to make. 3



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