

TRUTH *in* ADVERTISING

by SIR CHARLES HIGHAM



ABOUT two years ago I was entrusted with the pleasurable task of informing the public of the merit of Dunlop Tyres. My clients told me that the Dunlop Cord was the best tyre that money could buy—that it gave longer average mileage than any other Tyre—and that it was as near perfection as a Motor Tyre could be.

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With these facts in front of me I told you of Dunlop Tyres, and to-day I can assure you that from my own *experience*, I have found these claims correct in every detail, as I expected them to be. On my own car, a heavy limousine, the Dunlop Cords on the two front wheels did 19,380 miles without a puncture, and the two Dunlop tyres on the rear wheels did 17,480 and 18,301 miles respectively. I took them off six months ago to fit straight sides, which have so far run over 8,000 miles without even perceptibly wearing the tread!

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Therefore, wherever I see the slogan 'fit Dunlop and be satisfied,' I feel a keen pride in the fact that I originated it. I feel that here is additional evidence of the fact that advertising can justify itself, in telling the truth, interestingly.

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No Britisher should ever have a foreign tyre on his car when he can get a better tyre, made by his own people, in his own Empire—therefore—

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