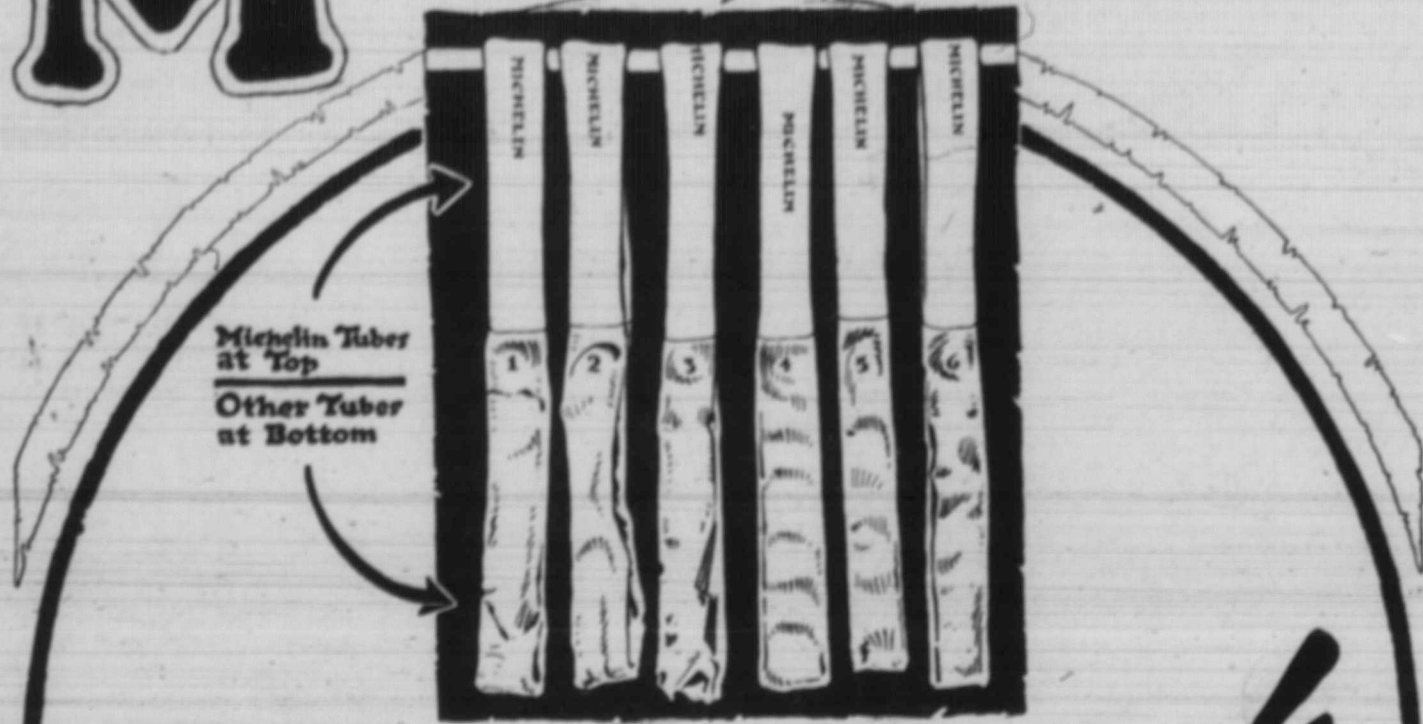


MICHELIN



Twelve Tire Tests - No. 4 Tube Life

You have often noticed that ordinary gray rubber bands grow brittle with age—especially if exposed to heat and the sun's rays. So with inner tubes. The heat developed in tires while driving, and the disintegrating effects of time render many inner tubes brittle and porous, thus destroying their usefulness.

The test herein described was made by Michelin engineers to help you determine the durability of various makes of inner tubes.

Each of the tubes shown was made by cementing half a Michelin Tube to half a tube of another make—this other make being different in each case.

The tubes were then run to destruction on the road under normal conditions. One by one the other sections blew out while the Michelin sections remained intact. Although this test was repeated many times

the results were always the same—confirming what most motorists already knew from personal experience, that the rubber in Michelin Tubes possesses greater length of life. This longevity of Michelin Tubes is due to a secret process of compounding rubber, discovered long ago by the house of Michelin—which has been making rubber goods since 1832.

Michelin Tubes are used by the great majority of motorists today—and have proved themselves most durable and economical.



This series of twelve tire tests is designed to take the uncertainty out of tire-buying by helping the motorist to determine beforehand what mileage he may expect from the various tires he is considering. The next advertisement in this series will appear in next week's issue of The Grain Growers' Guide.

Michelin Tire Company of Canada, Ltd.
782 St. Catherine Street, West - - - Montreal, Canada
SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA

A COLOR

A colored notice shows that your n
The editors hope
reading The Guide
\$1.25 for your n
coupon and address
for your convenie
Several weeks' no
scribers will hav
renewals, thus a
Back numbers
supplied.
When requesting
scribers should
the new P.O. add
The Yellow add
shows to what
paid. No other n
Remittances shou
Guide, either by
bank or express

Same Wag
at
REGINA
\$114.50
SASKATOON
\$115.60
CALGARY
\$117.85

Th