# The New Michelin Tyre!

This Tyre is as far in advance of last years as the leather thread was in advance of the old all rubber cover. LAST YEAR We offered you a cover with steel protection on 30 per cent. of the road surface or four rows of studds. Did you ever have a flint cut the side of your cover outside THIS YEAR We offer you a cover with full steel protection on 100 per No other manufacturer can offer this.

cent. of the road surface or 8 to 12 rows of steel studds. We want to sell the best tyre made for Newfoundland roads and we are now sure we have it. We know that 70 per cent. of

the plain rubber tyres used in Newfoundland are cut up long before they are worn out. We therefore contend that the first thing we want to protect against is cutting, then CUTTING, and after that CUTTING.

BIBENDUM.

### WE OFFER YOU

The only tyre manufactured specially for Newfoundland

A protected tyre at the same price as our competitors want to sell you a Plain Rubber Cover.

We guarantee you satisfaction. We keep a full stock.

### PLAIN RUBBER COVERS.

We would much rather sell you a plain rubber instead of a protected cover, because we would sell you twice as many at least and on each would make more.

If you do insist on buying a plain, we have in Michelin & Square Treads absolutely the best.

We don't gouge out pieces to save rubber and call it a Non-Skid. We give you all the tread and a cover 1-13 of an inch thicker on the tread than any other cover manufactured.

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