

MICHELIN

Twelve Tire Tests

No. 11

This series of twelve tire tests is designed to take the uncertainty out of tire-buying by helping the motorist to determine beforehand what service 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.

Universal Usefulness

Nowadays many tire makers are urging motorists to use non-skids on rear wheels and smooth-treads or "driving" tires on front wheels.

The reason given is that ordinary non-skids, with their small projections, make steering difficult when used in front, the effect being much the same as driving over rough roads.

Though some non-skids are unsatisfactory on front wheels, it is evident that the use of two different kinds of tires involves serious disadvantages.

In the first place it becomes necessary to

carry an additional spare in order to be properly equipped for emergencies.

Secondly, a smooth-tread driving tire does not afford protection against skidding—and while the front skid is less common than the rear skid, still when it does occur it is far more dangerous. Hence the ideal tire is a non-skid which is so constructed that it protects against skidding and yet steers so easily and smoothly that it can be used on front wheels as well as rear.

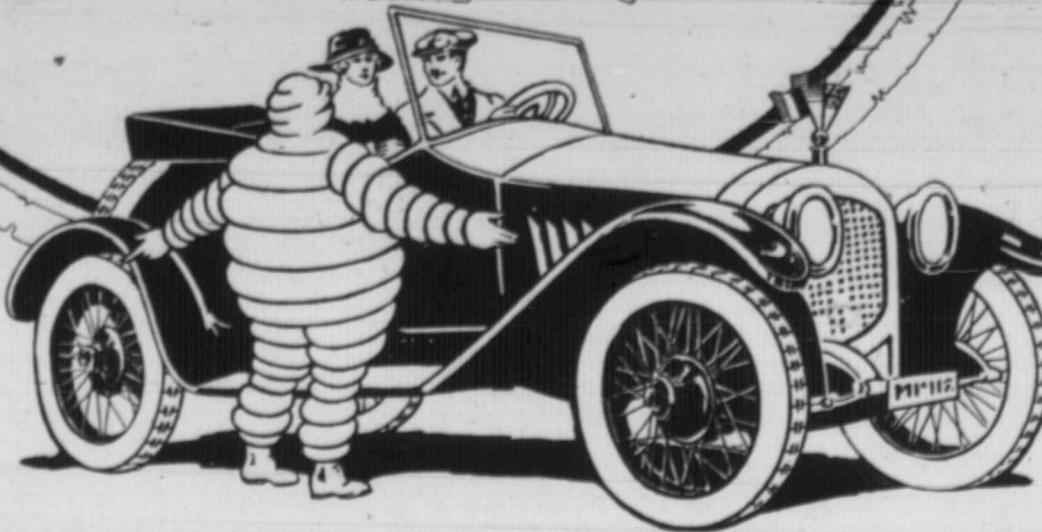
Such a tire is the Michelin Universal Non-Skid. It is a Universal tire in fact as well as in name. Its patented tread is the most effective rubber non-skid ever devised. Yet this tread is so broad and flat that it steers just as smoothly and easily as a plain tread.

Remember that Michelin Universals are the most durable tires that money can make or buy. Yet they are moderate in price. When used on all four wheels they ensure the utmost economy, satisfaction and safety all around.



Look for this Sign on Leading Garages

**Michelin Universals
Are Ideal Non-Skids
as well as Unequaled
"Driving" Tires -**



Michelin Tire Company of Canada, Ltd.

782 St. Catherine Street West

Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA

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