

# MICHELIN

## Twelve Tire Tests No. 3

*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.*

### Traction-Surface

We all know how quickly the small eraser on a pencil wears away, as compared with an eraser that is broad and flat.

For the same reason a non-skid tread, made up of comparatively small projections, cannot resist wear so well as a tire having a broad, flat traction-surface.

It is therefore important in considering the merits of various non-skids, that you determine how large a surface comes in actual contact with the road.

An excellent way is to lay a piece of wire screen over one unit of the tread, comparing the number of squares that touch the raised portion with the number

that cover the portion not raised.

In the Michelin Universal, for example, three-quarters of the entire non-skid tread comes in contact with the road, thus forming a broad, flat traction-surface that means extra service.

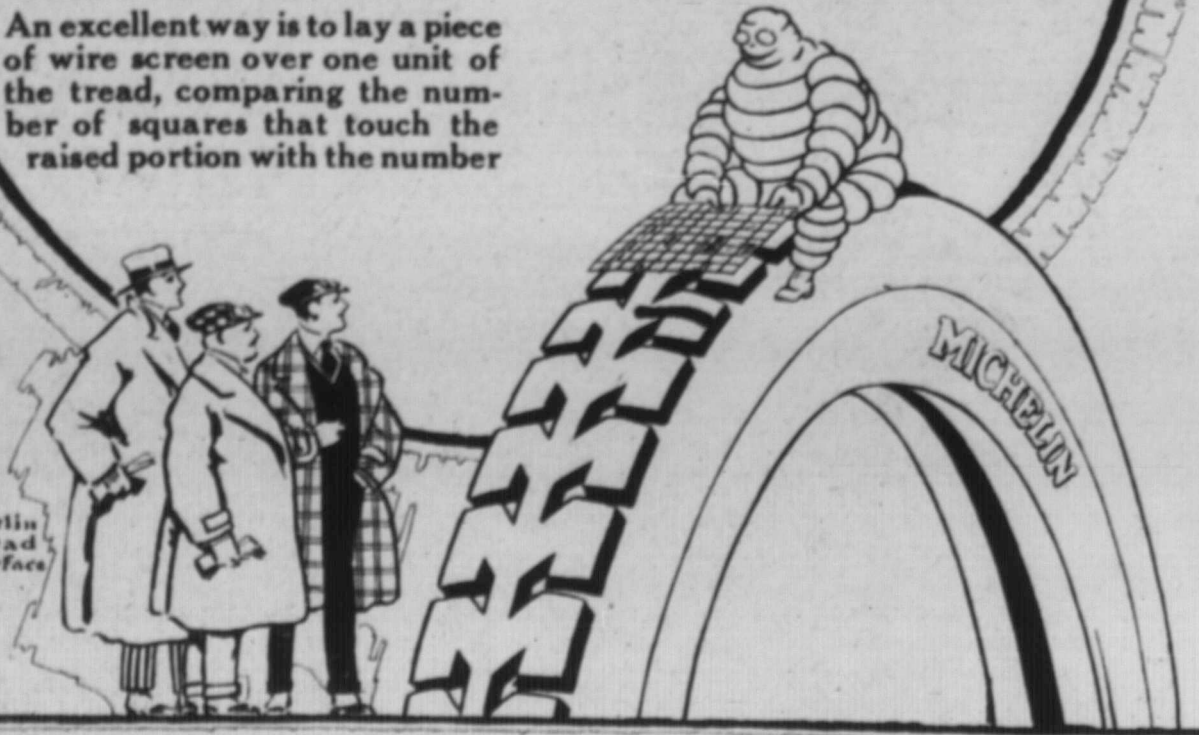
Make the "screen test" for yourself. It will confirm Michelin's superior construction.

Better quality and greater quantity of materials and recognized structural advantages give Michelins their remarkable durability. Yet Michelin Tires are not high priced.



Look for this sign on Leading Garages

3/4 of the Michelin Universal Tread is Traction Surface



**Michelin Tire Company of Canada, Ltd.**

782 St. Catherine Street, West

Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA

**A COLORE**

A colored notice in this issue shows that your renewal is due. The editors hope that reading The Guide at \$1.50 for your renewal coupon and addressed for your convenience. Several weeks' notice subscribers will have renewals, this notice. Back numbers are supplied. When requesting a new address subscribers should give the new P.O. address. The Yellow address shows to what time paid. No other receipt. Remittances should be made, either by bank or express mail.

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Look for These Nameplates

All these well-known lines are "C.M." Bicycles.

Canada Cycle & 326 Donald Str

Twice as ca Three time