

MICHELIN

Twelve Tire Tests No. 5

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.

Price

You owe it to yourself before deciding on which tires to buy to compare the prices of various standard makes. You should, of course, also remember quality.

For there are two distinct classes of tires—first, those that are made to sell at low prices; and second, those that are made with the ideal of high quality in mind.

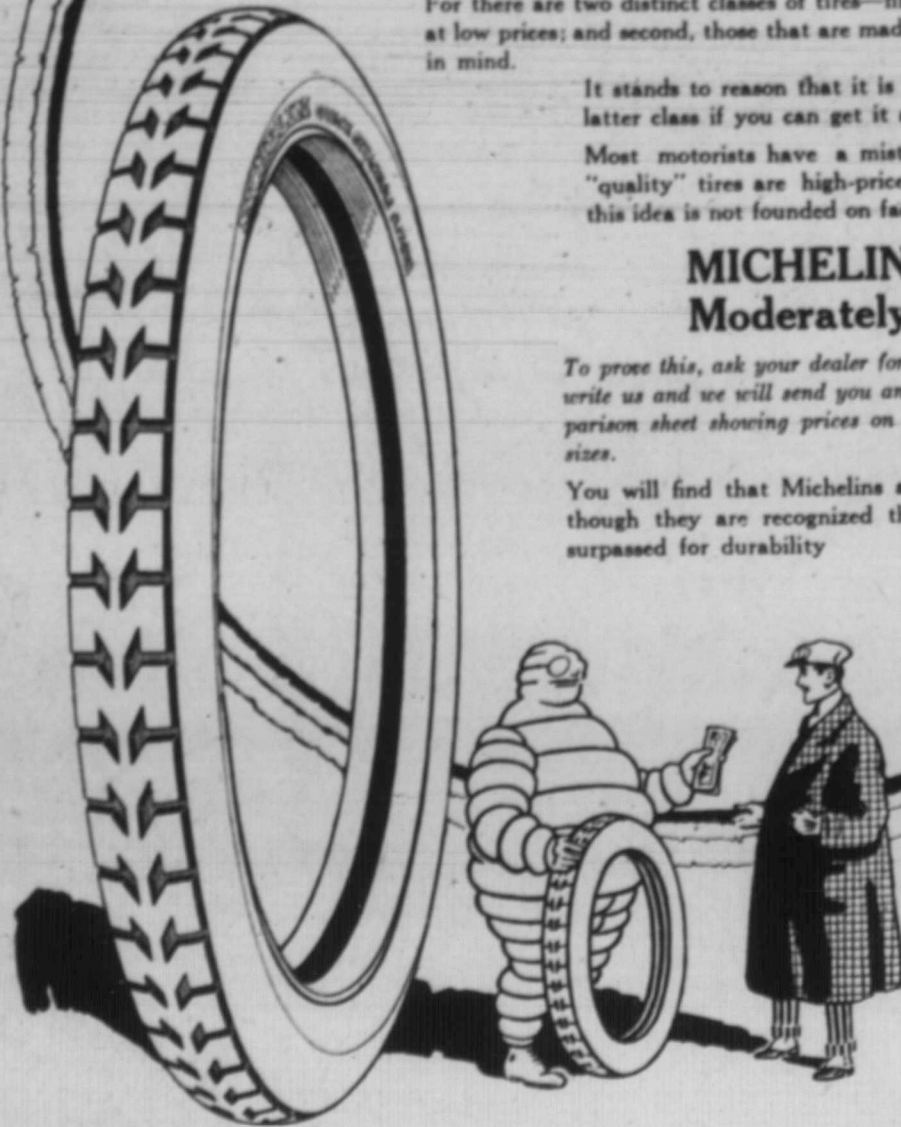
It stands to reason that it is better to buy a tire of the latter class if you can get it at the right price.

Most motorists have a mistaken notion that all "quality" tires are high-priced. But fortunately this idea is not founded on fact.

MICHELIN TIRES Moderately Priced

To prove this, ask your dealer for comparative prices, or write us and we will send you an interesting price comparison sheet showing prices on all leading makes and sizes.

You will find that Michelins are moderate in price, though they are recognized the world over as unsurpassed for durability



Look for this Sign on Leading Garages

**Michelin Tires Are
Not High Priced**

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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