

MICHELIN

Twelve Tire Tests

No. 12

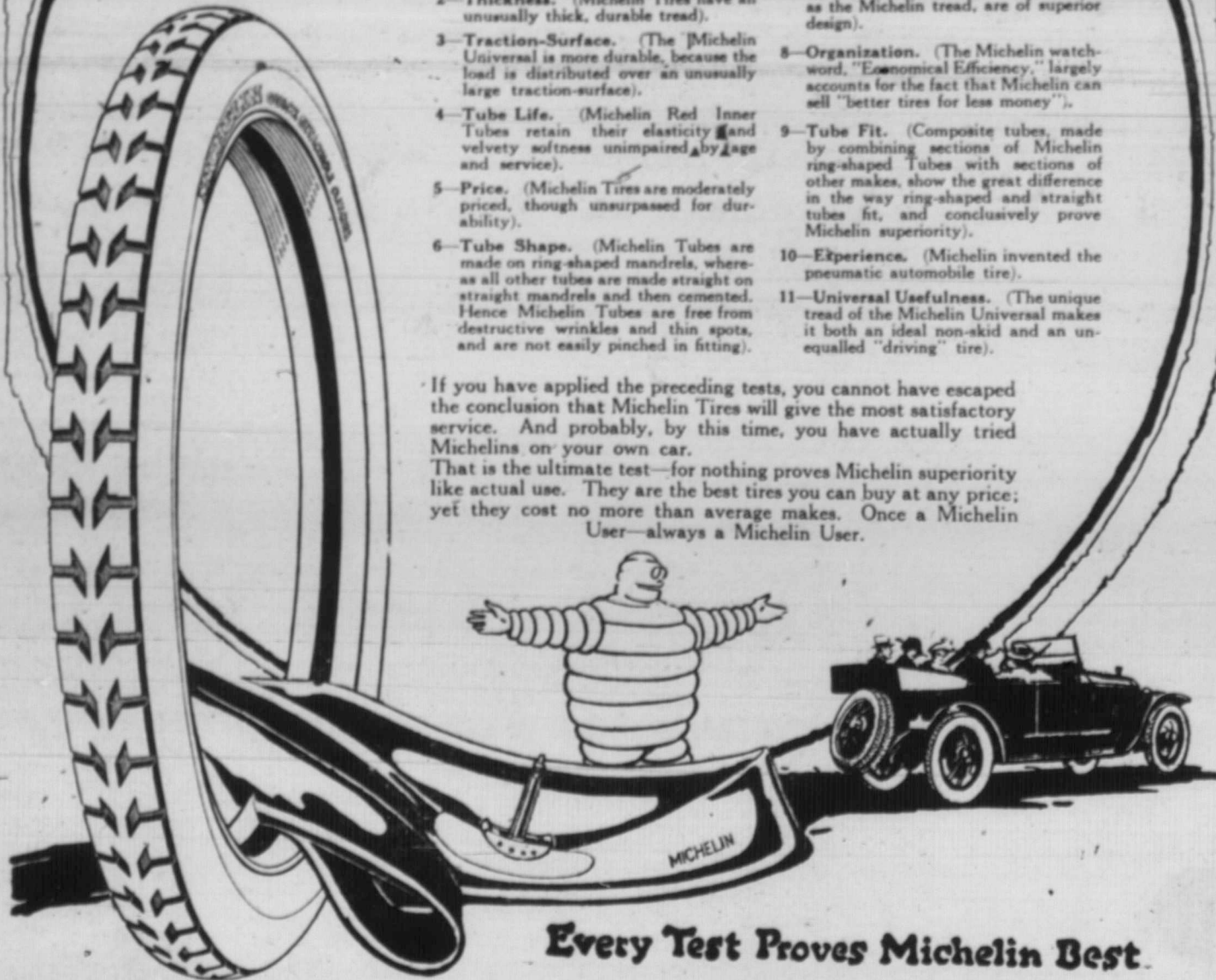
This series of twelve tire tests has been published to take the uncertainty out of tire-buying by helping the motorist determine beforehand what mileage he may expect from the various tires he is considering. This and much additional information is contained in the "Tire-User's Guide". Send for a free copy.

Your Experience

In the talks which have preceded in this series, we have described eleven tests by which to determine the value of tires before you buy them. These are:

- 1—**Weight.** (Michelin Tires weigh 12 to 15% more, because they contain more rubber and fabric of highest quality).
- 2—**Thickness.** (Michelin Tires have an unusually thick, durable tread).
- 3—**Traction-Surface.** (The Michelin Universal is more durable, because the load is distributed over an unusually large traction-surface).
- 4—**Tube Life.** (Michelin Red Inner Tubes retain their elasticity and velvety softness unimpaired by age and service).
- 5—**Price.** (Michelin Tires are moderately priced, though unsurpassed for durability).
- 6—**Tube Shape.** (Michelin Tubes are made on ring-shaped mandrels, whereas all other tubes are made straight on straight mandrels and then cemented. Hence Michelin Tubes are free from destructive wrinkles and thin spots, and are not easily pinched in fitting).
- 7—**Cross-Sections.** (A comparison of cross-sections proves that Michelin Tires are sturdier throughout and shows that Michelin sidewalls, as well as the Michelin tread, are of superior design).
- 8—**Organization.** (The Michelin watchword, "Economical Efficiency," largely accounts for the fact that Michelin can sell "better tires for less money").
- 9—**Tube Fit.** (Composite tubes, made by combining sections of Michelin ring-shaped Tubes with sections of other makes, show the great difference in the way ring-shaped and straight tubes fit, and conclusively prove Michelin superiority).
- 10—**Experience.** (Michelin invented the pneumatic automobile tire).
- 11—**Universal Usefulness.** (The unique tread of the Michelin Universal makes it both an ideal non-skid and an unequalled "driving" tire).

If you have applied the preceding tests, you cannot have escaped the conclusion that Michelin Tires will give the most satisfactory service. And probably, by this time, you have actually tried Michelins on your own car. That is the ultimate test—for nothing proves Michelin superiority like actual use. They are the best tires you can buy at any price; yet they cost no more than average makes. Once a Michelin User—always a Michelin User.



Every Test Proves Michelin Best.

Michelin Tire Company of Canada, Ltd.

782 St. Catherine Street West

Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA

A WORD TO THE

The editors hope you will see improvements made. We will determine the status of the reconstruction of the magazine to whether our readers are satisfied with the present or if they are not, we will be glad to place our attention on the part of the magazine that has been created. Every far-seeing farmer should have a copy of the Guide in every farm home. Send in your renewal card, and you will avoid missing a single issue. The yellow address label on other receipts is issued. Remittance should be made by registered mail, bank or express note.



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