

MICHELIN

Twelve Tire Tests No. 1

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

WEIGHT

One of the best ways to judge a tire is to weigh it, for mileage depends in a large measure on the quantity of quality materials. Of course, weight might be due to many factors that do not improve quality, such as unnecessary wire in the beads, or weight-giving compounds. But once assured that only quality-giving materials are used, then weight is an excellent guide to durability.

In selecting tires, therefore, have your dealer weigh the different makes you are considering.

MICHELINS

12 to 15 Per Cent Heavier

When you make this test you will find an astonishing difference in tires. For instance, nine popular non-skid (34 x 4 size) weigh as follows:

Michelin	26 lbs.
Second Tire	25 lbs.
Third Tire	22 1/4 lbs.
Fourth Tire	22 lbs.
Fifth Tire	21 1/2 lbs.
Sixth Tire	21 1/4 lbs.
Seventh Tire	21 lbs.
Eighth Tire	20 lbs.
Ninth Tire	18 1/4 lbs.

Considering all non-skids made, Michelin Universals weigh 12 to 15 per cent. more than the average, the percentage varying with the size of tire.

This extra weight, due to extra quality rubber and fabric (and no one questions Michelin Quality), means that you have a right to expect extra mileage from Michelins. Yet Michelins cost no more than average tires.



Look for this Sign on Leading Garages

Michelin Tires Weigh 12 to 15 % More

Michelin Tire Company of Canada Ltd.

782 St. Catherine Street, West

Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA

