

# MICHELIN

## Twelve Tire Tests No. 2

*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.*

### Thickness

The previous Michelin advertisement that appeared in The Grain Growers' Guide on May 8 showed you how the quantity of mileage-giving rubber and fabric can be gauged by weighing the tire.

*There is another equally effective way to measure the quantity of materials used—and that is to measure the actual thickness of tread.*

Almost any dealer can supply you with cross sections of the tires he carries in stock. Take a ruler and measure the thickness of their treads.

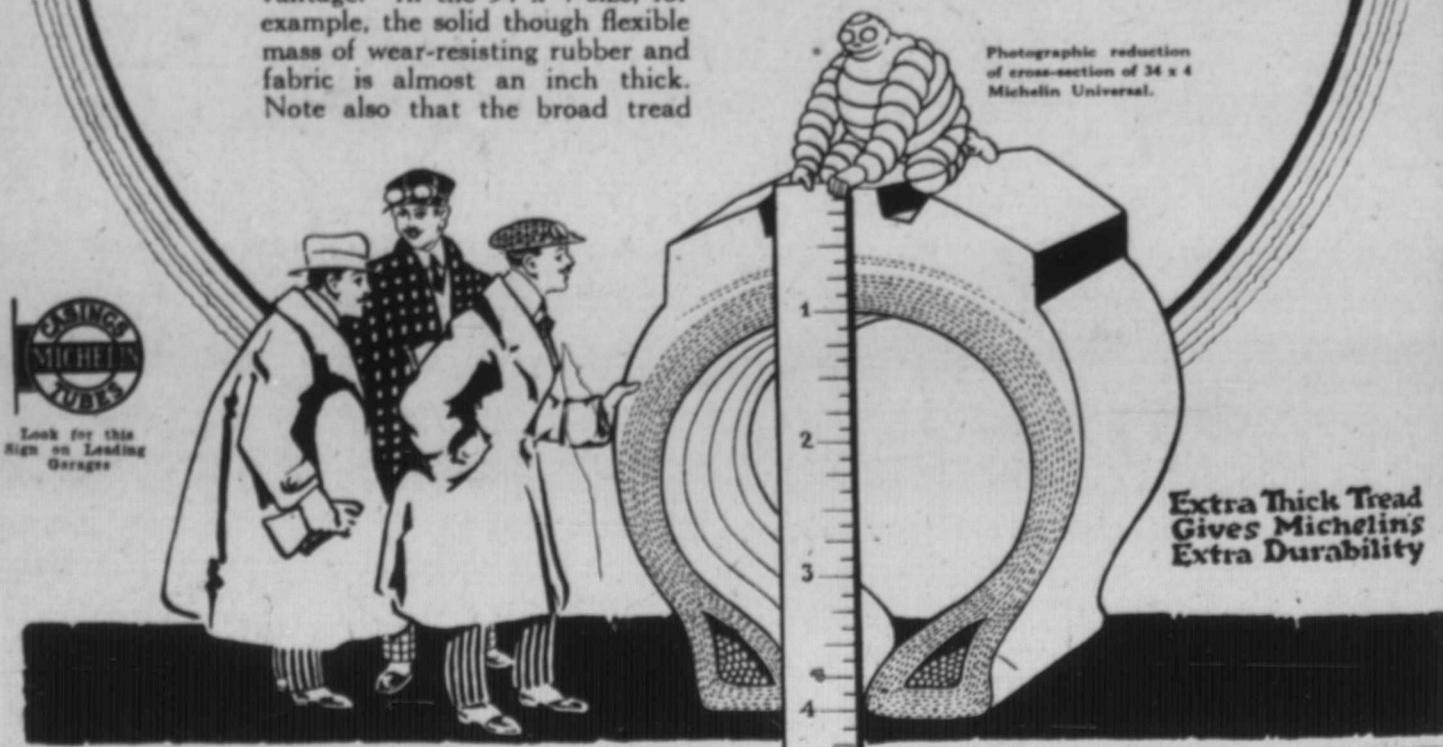
You will find that here again the Michelin Universal has a big advantage. In the 34 x 4 size, for example, the solid though flexible mass of wear-resisting rubber and fabric is almost an inch thick. Note also that the broad tread

distributes the load and wear over a large traction surface.

The quantity of materials in Michelin Universals is greater, just as the quality of materials is better.

Though moderate in price, Michelins are unsurpassed in durability even by the most expensive tires.

Photographic reduction of cross-section of 34 x 4 Michelin Universal.



**Extra Thick Tread Gives Michelin's Extra Durability**

**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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