MICHELIN

Twelve Tire Tests

No. 7

Cross-Sections

This illustration demonstrates the importance of comparing the cross-sections of the casings you are considering.

It is an enlarged view made from actual cross-sections of two 34 x 4 tires—one a Michelin Universal, the other a tire of another standard make.

At a glance you will notice the superior sturdiness of the Michelin—shown on the right. But notice also these additional differences:

1st: The sidewall of the tire on the left (which is a standard make typical of many tires other than Michelins) is of practically equal thickness throughout. The Michelin on the other hand, is progressively tapered from the tread downward, so that its sidewall is thick where sturdiness is most essential, yet particularly flexible where resiliency is the prime requisite. This construction gives Michelin Tires superior durability combined with remarkable easy-riding qualities.‡

2nd: In the Michelin cross-section the layers of fabric are imbedded in a liberal cushion of rubber which binds the layers of fabric into a single strain-resisting though flexible mass. Notice also that the layers of fabric in the Michelin are firmly anchored in the beads of the casing around which they run without a break. This double safeguard makes it impossible for the layers of fabric in Michelin Tires to separate—a structural feature that cannot be over-emphasized, since a tire loses its strength when the layers of fabric come apart, just as a rope loses its strength when its strands separate.

This series of twelve tire tests is designed to help motorists determine what service to expect from the tires they are considering. The next advertisement will appear in next week's issue of The Grain Growers' Guide.

Michelin Section on right—

Other Section on left—

The world-wide reputation of the house of Michelin—the oldest, most experienced of all tire makers—is your assurance that only the best of materials are used in Michelins.

That a greater *quantity* of these superior materials is used in Michelin Tires is proved by their extra weight and remarkable thickness which mean greater durability.

And the superiority of Michelin *design* is shown by the above illustration.

Better materials, *more* materials and superior construction—these account for the supreme durability of Michelin Tires.

Michelin Tire Company of Canada, Ltd.

782 St. Catherine Street West - - - Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA