

MICHELIN

Twelve Tire Tests No. 8

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 a coming issue of "The Grain Growers' Guide".

Organization

Figures recently compiled show that the cost of doing business in the branches of a number of important tire manufacturers varies all the way from 1% to 15% of the gross business done.

This difference must be reflected in the selling price. Hence it is important for you to look into the manner in which different tire organizations are conducted.

Michelin users have sometimes wondered how it can be possible to sell Michelins at such low prices in view of the unsurpassed quality which is built into these tires.

The answer lies in the Michelin watchword: "Economical Efficiency". Ever since Michelin invented the pneumatic automobile tire 23 years ago, Michelin engineers and efficiency experts have studied means of produc-

ing and selling tires more efficiently. Every expenditure that will result in better tires or service has been cheerfully made; but every expense that cannot stand this test is scrupulously avoided.

In few, if any, factories will you find efficient manufacturing so thoroughly developed as in the Michelin plants in the United States, England, France and Italy. In no other tire sales organization will you find extravagance so conspicuous by its absence as in Michelin's. Always important, Michelin Efficiency is doubly significant in these times when the welfare of the world demands the elimination of waste.

"Economical Efficiency" has enabled Michelin to supply the motoring world with "better tires for less money".



Look for this sign on Leading Garages



"ECONOMICAL EFFICIENCY"
The MICHELIN Watchword



Michelin Tire Company of Canada, Ltd.

782 St. Catherine Street, West

Montreal, Canada

SOLD BY LEADING TIRE DEALERS IN ALL PARTS OF CANADA