

# TRAIL BLAZERS WIN 1<sup>ST</sup> PLACE 6 TIMES IN 8 COMPARISONS ... YET COST LESS!



**TRAIL  
BLAZER  
FIRST**

## 8 WAYS TO COMPARE TIRE VALUES

This Table lists the eight comparisons that were made. Six **FIRSTS** for Ward's Trail Blazers. And Trail Blazers are also the lowest priced.

4-50-21 Tire	Ward's Trail Blazers	Firestone Oldfield	Goodyear Pathfinder	Goodrich Cavalier
Non-Skid Depth	.250 In.	.250 In.	.218 In.	.190 In.
Tread Thickness	.390 In.	.343 In.	.328 In.	.367 In.
Thickness of Tire	.625 In.	.593 In.	.558 In.	.500 In.
Width	4.713 In.	4.747 In.	4.768 In.	4.742 In.
Strength of Carcass	1714 lbs.	1655 lbs.	1256 lbs.	1418 lbs.
Strength of Tread Stock	4170 lbs.	3490 lbs.	3160 lbs.	4165 lbs.
Outside Diameter	30.765 In.	30.765 In.	30.796 In.	30.664 In.
Spacers	1 (List Price)	0 (List Price)	0 (List Price)	0 (List Price Usually)
	<b>\$5.15</b>	<b>\$5.69</b>	<b>\$5.69</b>	<b>\$5.65</b>

I have personally examined the specifications of the four tires described above and hereby certify that I know these specifications to be exact, accurate and devoid of prejudice.

*George Schmitt*

President, MONTGOMERY WARD & CO.  
Subscribed and sworn to before me, this 9th day of April, 1931 at Chicago, Ill.

*W. R. Patterson* Notary Public

WEIGHT AS A MEASURE OF TIRE QUALITY IS NOT INCLUDED IN THIS TABLE FOR TWO REASONS:

- 1st, Because no two tires of the same brand and size weigh exactly alike, and
- 2nd, Because quality of rubber and cotton fabric used, rather than the compounded weight after being mixed with other ingredients is the determining factor. Reclaimed or second hand rubber weighs more than new rubber. Tires containing a large percentage of second hand rubber, therefore, weigh more than those made entirely of new rubber—even though the tires are exactly alike in size—so "Weight as a standard by which to measure tire quality MEANS NOTHING."

**COMPARE**

SIZE	WARD'S Trail Blazer	Firestone Oldfield	Goodyear Pathfinder	Goodrich Cavalier
29x4.40/21	\$4.55	\$4.98		
30x4.50/21	5.15	5.69		
28x4.75/19	5.95	6.65		
29x5.00/19	6.30	6.98		

Not all sizes have been listed—but enough to give an idea of how prices compare. And by the way, Ward's prices are even 1/10th when you buy in PAIRS!

**Free Mounting Service at Every Ward Store**

The TRAIL BLAZER is Ward's second quality tire. We frankly admit it. But—certain manufacturers and dealers, jealous of Ward's deserved preeminence in the tire industry, are making and publishing misleading statements about Ward's tires. They give specifications which are NOT those of Ward's tires; and they then compare the prices of their second quality tires with those of our first quality tires—the famous Riversides. The table above shows accurately the manner in which TRAIL BLAZERS compare in quality and in price with other well known makes.

These other misleading advertisements (and if they are not intended to deliberately fool tire consumers, what IS their purpose?) also say that "Mail Order tires are made by some unknown manufacturer...." Well, Ward's tires are made by one of the largest tire companies in the world; a company that has always been famous for the fine quality of its products!

Here, therefore, is the correct story about Ward's TRAIL BLAZERS: They are every bit as good as other second quality tires (better than most, as the chart above will indicate), but they sell for less. Like all of Ward's tires, TRAIL BLAZERS are sold with an absolute guarantee of satisfactory service without limit as to time or mileage. If you do not need Riverside quality buy Trail Blazers—and save more money!

No Montgomery Ward tire advertisement is complete without mentioning Ward's famous first quality Riversides. Riverside tires are one of the best known brands in America. They have been sold for 19 years. They, too, are made by the same large tire manufacturer mentioned above. They are the finest quality it is possible to produce. They are backed by the most liberal tire guarantee ever written. And they sell for less

than any first quality nationally advertised tire on the market! These sound like sensational claims. But Montgomery Ward & Co.—one of the largest and oldest merchandising institutions in the world—now in its 60th year in business—the originators of the "Satisfaction Guaranteed or your Money Back" guarantee—stands back of every claim made in this advertisement.

Ward's Always Sells for Less

# MONTGOMERY WARD & CO.

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