

Here is **THE TRUTH** about Ward's Tires!

Montgomery Ward & Co. sells two qualities of tires

THE RIVERSIDE IS OUR FIRST QUALITY TIRE

It is made by one of the largest tire companies in the world. It is built to one of the most stringent sets of specifications in the tire industry. It is one of the best known tires in America. It has been sold by Ward's for nineteen consecutive years. Millions of Riversides are in use today. It is backed by a guarantee without limit as to time or mileage.

Other fine tires equal in quality to our Riversides are Firestone High Speed, Goodyear All Weather and Goodrich Silvertown Cords... but these tires are much higher priced than Riversides. The table at the left gives you a size-for-size price comparison.

Having studied that price comparison there remains only one question for you to ask... "Are Riverside tires really as good as these other tires with which they are compared?" Well, Montgomery Ward & Co. has been in business for sixty years. It is one of the largest and oldest merchandise institutions in the world. It is the originator of the "Satisfaction Guaranteed or Your Money Back" guarantee. It depends for its business not only on tires, but also on some 40,000 other items of merchandise which it wishes to sell to you. Isn't it reasonable to believe therefore that Ward's **MUST** be telling the truth when it makes these direct statements to you?

THE TRAIL BLAZER IS OUR SECOND QUALITY TIRE

It is of the quality similar to such other nationally known "second line" tires as Firestone Oldfield, Goodyear Pathfinder, and Goodrich Cavalier. And it, too, sells for LESS than other second line tires... as the table at the lower left indicates.

This combination of quality-with-lowest-price which is offered by Ward's seems to have made some of our competitors very envious (especially Firestone dealers) so they are making and publishing misleading and inaccurate statements about "Mail Order" tires. But they do NOT compare their first quality tires with our Riversides... and their second-line

tires with our Trail Blazers... for they know that to do so would immediately indicate how very much lower Ward's tires are priced. So these alarmed competitors have, cunningly enough, priced their "second-line" tires at exactly our first quality Riverside prices... and then they print incomplete comparison tables which are intended to make people believe that their prices, quality for quality, are the same as ours. Well, they are NOT! (See tables at the left.) And the chart directly below shows how Ward's Trail Blazers compare in quality as well as in price with other nationally known second-line tires. Will you please compare the specifications and the prices?

RIVERSIDES Compare

Here are some leading makes of tires that are similar in quality to WARD'S Riversides—and the published list prices:

SIZE	WARD'S RIVERSIDES (4-ply)	Firestone High Speed	Goodyear All Weather	Goodrich Silvertown
29x4.40/21	\$4.95	\$ 7.05		
30x4.50/21	5.69	7.65		
28x4.75/19	6.68	8.55		
29x5.00/19	7.00	9.15		
30x5.00/20	7.10	9.40		
28x5.25/18	7.90	10.35		
31x5.25/21	8.55	11.40		
29x5.50/19	8.90	12.00		
30x5.50/20	9.00	12.50		

SIZE	WARD'S RIVERSIDES Heavy Duty (4-ply)	Firestone Gum-Dipped High Speed	Goodyear Heavy Duty	Goodrich Heavy Duty	Goodrich Silvertown (6-ply)
29x4.40/21	\$ 7.15	\$10.10			
30x4.50/21	7.48	10.80			
28x4.75/19	8.30	11.15			
29x5.00/19	8.90	12.25			
30x5.00/20	9.10	12.60			
28x5.25/18	9.60	13.50			
31x5.25/21	10.25	14.75			
29x5.50/19	10.95	15.20			
30x5.50/20	11.10	15.10			
32x6.00/20	11.50	17.00			
32x6.50/20	13.10	20.40			
35x7.00/21	15.70	22.75			

Trail Blazers 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	5.25	6.65		
29x5.00/19	6.50	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 LESS when you buy in PAIRS!

Ward Tires are made by one of world's largest tire companies!

Free Mounting at Every Ward's Store

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	WEIGHT AS A MEASURE OF TIRE QUALITY IS NOT INCLUDED IN THIS TABLE FOR TWO REASONS:
Non-Skid Depth	.250 In.	.250 In.	.218 In.	.190 In.	1st, Because no two tires of the same brand and size weigh exactly alike, and
Tread Thickness	.390 In.	.343 In.	.328 In.	.367 In.	
Thickness of Tire	.625 In.	.593 In.	.558 In.	.500 In.	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."
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.	
Squeegees	1	0	0	0	
	(List Price) \$5.15	(List Price) \$5.69	(List Price) \$5.69	(List Price Usually) \$5.65	

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 B. Smith President, MONTGOMERY WARD & CO.

Subscribed and sworn to before me, this 9th day of April, 1931 at Chicago, Ill.

C.P. Sinton A Notary Public

If you want a first quality tire... buy RIVERSIDES... and save money. If you want a second quality tire... buy TRAIL BLAZERS... and save money.

Montgomery Ward & Company stands back of every claim made in this advertisement. And remember: That Ward's Always Sells for Less.

MONTGOMERY WARD & CO.