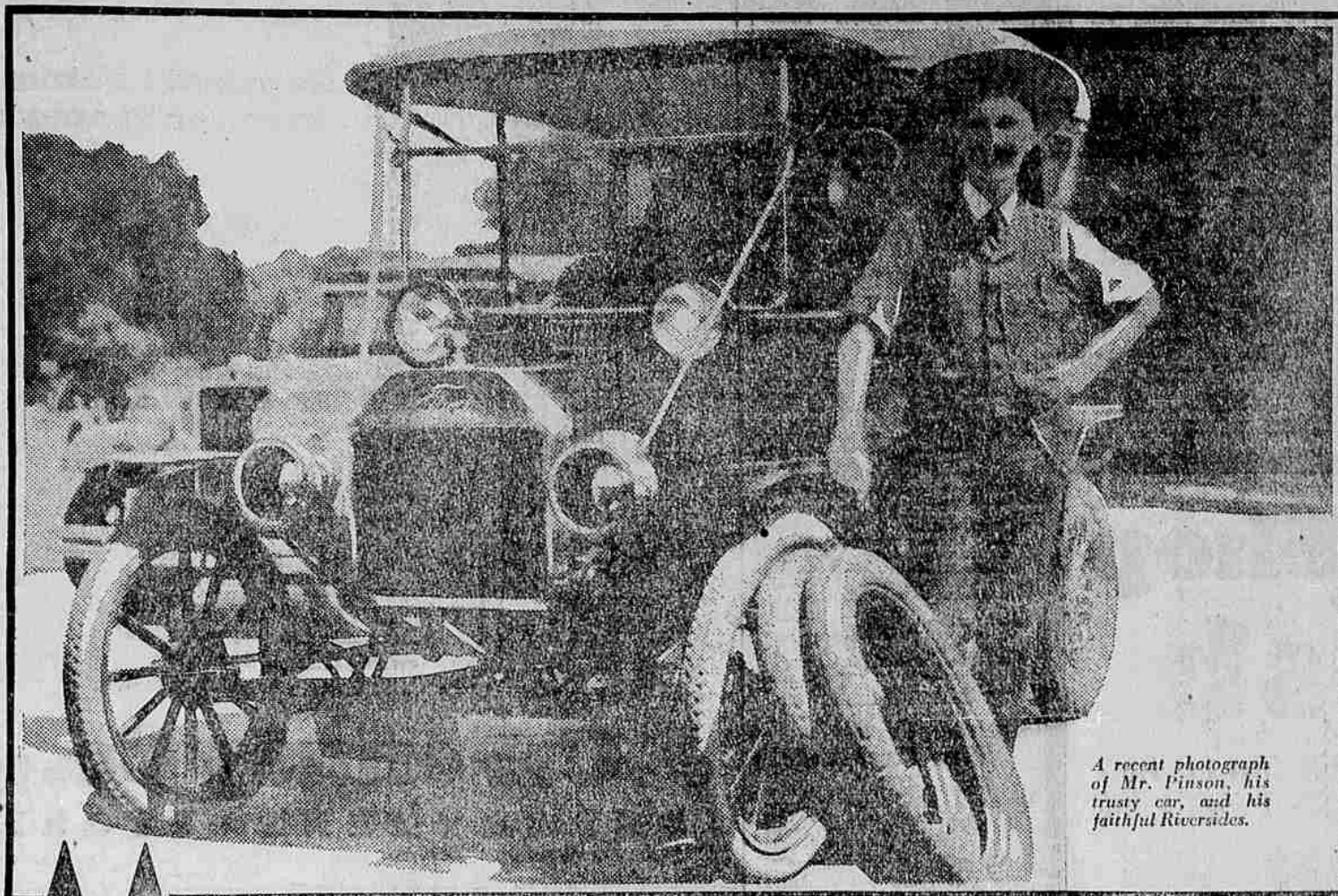
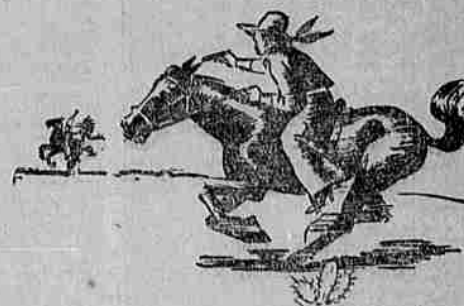


Wait Till Mr. Tire Maker Sees This!... It'll shoot his "Tricky" Comparison Chart Full of holes!



A recent photograph of Mr. Pinson, his trusty car, and his faithful Riversides.



Meet T. J. E. "Uncle Happy" Pinson of Platte Center, Nebraska—known in the frontier days as "Devil's Arrow." Mr. Pinson is one of the colorful figures of the old west. He rode on the plains with Buffalo Bill, and knew Jesse James and his brother Frank. You see him in the photograph standing beside his 1912 Ford with two Riversides tires, just removed, after giving ten years of service and covering more than 40,000 miles. The hat he is wearing is punctured by bullets from the guns of Sioux Indians. Mr. Pinson paid \$13.65 each for his Riversides in 1920. Since then, Riversides have been improved tremendously, and the prices have dropped amazingly. You can buy Riversides today, in the Ford size for only \$4.55, and they are guaranteed WITHOUT LIMIT. Mr. Pinson's endorsement of Riversides came to us unsolicited and was not bought at a price. It is a voluntary testimonial of the satisfaction that Riversides have given him.

MR. PINSON'S RIVERSIDES LASTED 10 YEARS...

and covered 41,428 miles over rough territory

What chance have "comparison charts" you see in the papers and magazines against evidence like this! Who cares about charts showing "Rubber volume, weight, and the like," anyhow! We could build a tire bigger, heavier and wider than any tire on the market (*bigger even than Riversides*) — but that alone wouldn't give you satisfaction. *It's mileage you want in a tire and these "paper comparisons" don't tell how far a tire will run.*

We'll match Riversides . . . ON THE ROAD . . . against ANY tire made. And we'll beat it in price. Ask Mr. Pinson!

Riverside Tires are one of the best known in America. They have been sold for 19 years. They are made by one of the largest tire companies in the world. They are built to the most rigid specifications known. They are the finest quality it is possible to produce. They are backed by the most daring 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 they're facts.

And Montgomery Ward & Co. stands back of every word. Note this—the nationally advertised tires offered to you at the same prices as Riversides are *not* the first-quality tires of the manufacturers who make them—but their *second-quality* tires—put on the market to meet Riverside competition. So always compare qualities as well as prices. The table at the right lists some of the best known first-quality tires that *do* compare with Riversides in quality—you compare the prices!

Ward's Riverside Tires are built by one of the world's largest tire companies

COMPARE

Here are some leading makes of tires that are similar in quality to our 4-ply Riversides, and the published list prices:

Here are some leading makes of tires that are similar in quality to our 6-ply Riversides, and the published list prices:

SIZE	WARD'S RIVERSIDES (4-ply)	Firestone Gum-Dipped High Speed Goodyear All Weather Goodrich Silvertown	WARD'S RIVERSIDES Heavy Duty (6-ply)	Firestone Gum-Dipped High Speed Heavy Duty Goodyear All Weather Heavy Duty Goodrich Silvertown (6-ply)
29x4.40/21	\$4.95	\$ 7.05	\$ 7.15	\$10.10
30x4.50/21	5.69	7.85	7.48	10.80
28x4.75/19	6.68	8.55	8.30	11.15
29x5.00/19	7.00	9.15	8.90	12.25
30x5.00/20	7.10	9.40	9.10	12.60
28x5.25/18	7.90	10.35	9.60	13.50
31x5.25/21	8.55	11.40	10.25	14.75
29x5.50/19	8.90	12.00	10.95	15.20
30x5.50/20	9.00	12.50	11.10	16.10

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.

Free Mounting Service at every Ward Store

Ward's Always Sells for Less

MONTGOMERY WARD & CO.

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