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Falls Park Site

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## Come In Now for These

Decoration Day Values!
Featuring All Those Items
t. Make a Happy Holiday

|  | Fastel Poplin Shirts $\$ 1.49$ The season's newest shades of Blue, increasingly popular shirti fashioned here into pre-shrunk g colors . . . that provide wanted style at suhstantial savings! |  |
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It is niade by one of the largest tire companien in the world, If 43 built to one of the most stringent sets of apecifications in the has been sold by Ward's for ninemen consectutive years. Mil. lions of Riversides are in use today. It is backed by a guarantee without linait as to time or mileage.
Other fine tires equal in quality to our Rivernides are Firestone High Speed, Goodyear All Weather and Goodrich Silvertown Cords ... but these tires are much higher priced than Rivercomparis

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. 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 $\mathbf{4 0 , 0 0 0}$ other items of meabelieve therefore that W and's MUST be telling the truth when it makes these direct statements to you?

## THE TRAIL BLAZER

It is of the quality similar to such other nationally known "seo-ond-line" tires as Firestone Oldfield, Goodyear Pathfinder, and Goodrich Cavalier. And it, too, sells for LESS than other sec-ond-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 publishing misleading and inaccurate statements about "Mail
Ordes" tiies. 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 comtheir prices, quality for quality, are the same as ours. Well,
they are NOTt (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?

\section*{8 WAYS to COMPARE TIRE VALUES <br>  <br> | $4.50-285150$ | memertion |  | Cumb | 2 |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Nom-Skid Depth | crinm. | 530 mm |  | $.800 \mathrm{Im} \text {. }$ | THEDOUMYY |
| Tread Thickness | , 30.0 mm | 343 In | .338 ln . | 307 Im. |  |
| Widith or | 4733 min . | 487 In |  |  |  |
| Strength of Carceass | टपाना5s. | 55 lb |  | 1 |  |
| Strength of Tread Stock | 48015 | 90 | 3160 mb | cs 1 |  |
| Outalde Diametier |  |  |  |  | Exple |
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| 1 have personally exemined the apecificationi of the foine tires devcribed above and hereby coritify that I know these apecifict tiens to be evect, eccurase and devoid of pecjuilices. <br>  |  |  | sutucribed und aworn to before mes, thin enth diy of Apeit, 1931 at Chicago, in. |  |  |
|  |  |  | , | Nomy | 7ats nothivaio |

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. Mondenery Whard © Company stands back of every claim made in this
advertisement. And remembers That Ward's Always. Sells for Less.

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