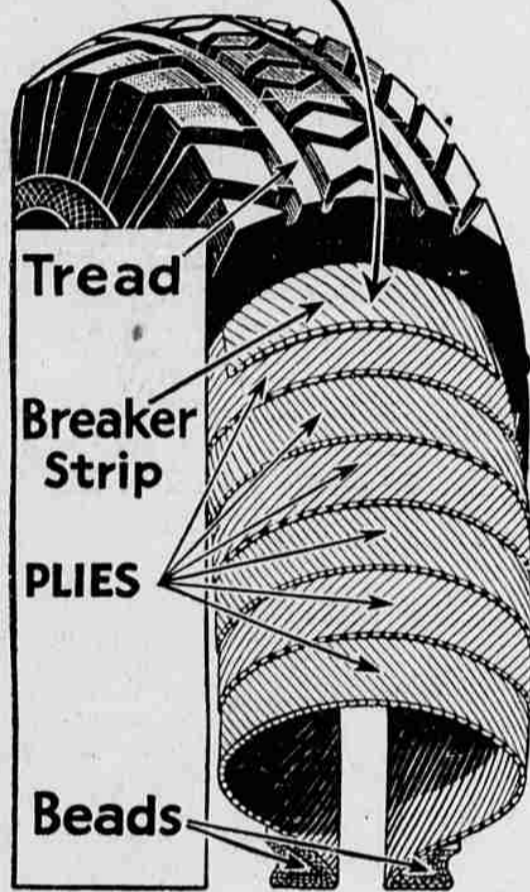


ANY TIRE manufacturer or dealer who tells you a "breaker strip" is a "ply"—or that tire performance depends on weight—deceives you.

BEWARE THE MAN WHO TELLS YOU THIS IS A PLY



It is NOT A PLY, it is a breaker strip! The National Better Business Bureau defines a "ply" as follows—

"A ply is one of a number of layers of rubberized cotton fabric, either cord or square woven, extending from bead to bead, and forming the body of the tire."

Four or six plies form the carcass or the body of the tire. If the fabric does NOT extend entirely around the tire from BEAD TO BEAD, IT IS NOT A PLY. The illustration points out the difference between a ply and a breaker strip. It also points out the "beads."

Certain manufacturers and dealers, jealous of Ward's commanding position in the tire industry, have made misleading statements about Ward's tires. They have published and displayed misleading charts—they have shown sections of obsolete tires—they compare their "second line" tires with our "first line" tires—and now in advertising and selling talks, "breaker strips" are being called "plys." These misleading statements, however, are cleverly worded and the breaker strip is called "a ply under the tread." No twisting of words, however, can turn a BREAKER STRIP into a PLY. Every tire manufacturer and dealer knows it, AND WE BELIEVE THE CUSTOMER, TOO, IS ENTITLED TO KNOW THE FACTS.

BEWARE THE MAN WHO SAYS WEIGHT DENOTES SUPERIORITY

Many readers are familiar with the recent Firestone ads which compare Firestone tires with unidentified mail order tires. Weight has been given prominence as one of the items of comparison. Montgomery Ward & Co. maintains that weight is NOT AN INDICATION OF TIRE QUALITY.

We recently purchased five Firestone Oldfield tires and five Firestone High Speed tires—the High Speed tire is more expensive than the Oldfield. These tires were carefully weighed by Dr. Ellery H. Harvey, and the results are shown in the statement at the right.

In the first place, note that there is a variation of five ounces between the heaviest and the lightest Oldfield, and that there is a six-ounce variation between the heaviest and the lightest Firestone High Speed. **MOST IMPORTANT OF ALL NOTE THAT THE AVERAGE WEIGHT OF THE OLDFIELD IS ONE POUND FIVE OUNCES HEAVIER THAN THE AVERAGE WEIGHT OF THE HIGH SPEED TIRES.** If weight denotes superiority, why is the cheaper Firestone tire heavier than the more expensive Firestone tire? Surely this should convince any unbiased person how ridiculous it is to consider weight an indication of tire quality. Again we say, WE BELIEVE THE CUSTOMER IS ENTITLED TO KNOW THE FACTS.



On June 20, 1931, I weighed five Firestone Oldfield tires on a tested Howe scale. Immediately after on the same scale I weighed five Firestone four ply High Speed tires. All ten tires were size 4.50-21. They weighed as follows:

Firestone Oldfield	Firestone 4-Ply High Speed
17 lbs. 11 oz.	16 lbs. 2 oz.
17 lbs. 8 oz.	16 lbs. 5 oz.
17 lbs. 9 oz.	16 lbs. 1 oz.
17 lbs. 6 oz.	16 lbs. 7 oz.
17 lbs. 7 oz.	16 lbs. 3 oz.
17 lbs. 9 oz.	16 lbs. 2 oz.
Avg. wt. per tire 17 lbs. 8 oz.	16 lbs. 3 oz.

Variation between lightest and heaviest tire 5 oz. 6 oz.

Dr. Ellery H. Harvey
Ward's Laboratory Chief
Subscribed and sworn to before me this twenty-second day of June, nineteen hundred thirty-one, at Chicago, Ill.
C.P. Stanton

Here Is THE TRUTH About Ward's Riversides and Trail Blazers!

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 has been sold by Ward's for 19 years. Millions are in use today. Riversides are backed by a guarantee without limit as to time or mileage. Other famous nationally advertised tires that are equal to Riversides are much higher priced than Riversides.

The table at the right gives you the sizes for size price comparison. Having studied the price comparison with other makes, the only question for you to ask is: "Are Riverside tires really as good as these other tires with which they are compared?" Well, Montgomery Ward & Co. 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 sells to you. Certainly it is reasonable to believe that Ward's is maintaining the truth in making these statements.

SIZE	COMPARE			
	WARD'S RIVERSIDES (4-ply)	Firestone 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

WARD'S Trail Blazer: \$4.55, \$5.15, \$5.95, \$6.30, \$6.98, \$6.98

Firestone Oldfield Goodyear Pathfinder Goodrich: \$4.98, \$5.69, \$6.65, \$6.98, \$6.98

Prices are even less when bought in pairs.

FREE MOUNTING SERVICE AT EVERY WARD STORE

The TRAIL BLAZER is our second quality tire. It is equal to any of the "second line" tires offered by well known tire companies. As you no doubt know, close to 90% of all newspaper advertising of the big tire companies is devoted to their "second line" tires, and it is these tires with which Trail Blazers compare. However, Trail Blazers SELL FOR LESS than other second line tires.

This combination of quality with lowest price which is offered by Ward's seems to have made some of our competitors very envious, so they are making and publishing misleading and incorrect statements about mail order tires. But they do not compare their first quality tires with our Riversides and their second quality tires with our Trail Blazers. They know to do so would immediately indicate how much lower Ward's tires are priced. So they have cunningly priced their "second line" tires at exactly our Riverside prices, and they print comparison tables which are intended to make people believe that their prices are the same as ours. Well, they are not. The chart at the left is a true comparison, quality for quality, and price for price.

MONTGOMERY WARD & CO.

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EUGENE, OREGON