

An Open Letter to Mr. Firestone

Whose "Mail Order" Tire Are You Talking About?



... Here is a Correct Price Comparison

of Montgomery Ward & Co. Tires with Firestone Tires

Ward's Trail Blazer and the Firestone Oldfield are similar in quality—Compare:

SIZE	WARD'S Trail Blazer	Firestone Oldfield
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

Ward's 4-ply Riverside is similar in quality to Firestone Gum-Dipped High Speed. Compare:

SIZE	WARD'S Riverside (4 ply)	Firestone Gum Dipped High Speed (4 ply)
29x4.40/21	\$4.95	\$7.05
30x4.50/21	5.69	7.85
28x4.75/19	6.68	8.55
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

Ward's 6-ply Riverside is similar in quality to the Firestone Gum-Dipped High Speed Heavy Duty. Compare:

SIZE	WARD'S Riverside Heavy Duty (6 ply)	Firestone Gum Dipped High Speed Heavy Duty (6 ply)
30x4.50/21	\$ 7.48	\$10.80
28x4.75/19	8.30	11.15
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	16.10
32x6.00/20	11.50	17.00
32x6.50/20	15.10	20.40
35x7.00/21	15.70	22.75

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

4.50-21 TIRE	OUR TIRE	★ Special Brand Mail Order Tire
More Rubber Volume . . .	165 cu. in.	150 cu. in.
More Weight	16.80 lbs.	15.40 lbs.
More Width	4.75 in.	4.72 in.
More Thickness of Tire . . .	.398 in.	.358 in.
More Plies at Tread	6 plies	5 plies
Same Price	\$5.69	\$5.69

Firestone	Firestone	Firestone
OLDFIELD TYPE	COURIER TYPE	ANCHOR TYPE
Our Dealers' Cash Price Each	Our Dealers' Cash Price Each	Our Dealers' Cash Price Each
Our Special Brand Mail Order Price Each	Our Special Brand Mail Order Price Each	Our Special Brand Mail Order Price Each
Our Dealers' Cash Price Per Pair	Our Dealers' Cash Price Per Pair	Our Dealers' Cash Price Per Pair
Our Special Brand Mail Order Price Per Pair	Our Special Brand Mail Order Price Per Pair	Our Special Brand Mail Order Price Per Pair
30 x 3 3/4 \$5.97	30 x 3 3/4 \$5.97	30 x 3 3/4 \$5.97
31 x 4 6.90	31 x 4 6.90	31 x 4 6.90
4.40-21 4.55	4.40-21 4.55	4.40-21 4.55
4.50-21 5.15	4.50-21 5.15	4.50-21 5.15
5.25-21 7.75	5.25-21 7.75	5.25-21 7.75
5.57	5.57	5.57

Dear Mr. Firestone:

Above, we reproduce part of one of the many newspaper and magazine advertisements appearing throughout the country, in which Firestone tires are compared with "a mail order" tire . . . Montgomery Ward & Co. is the oldest mail order house in America. So when you say "mail order," many people naturally think first of Montgomery Ward & Co.

But—the specifications of the "mail order" tire listed in Firestone advertising fall far short of the specifications of Montgomery Ward & Co. tires . . . You have also stated in your advertising that "a mail order tire is made by some unknown manufacturer . . ." Well, Ward's tires are made by one of the largest and best known rubber companies in America . . . a company, in fact, that is larger than your own company, Mr. Firestone . . . Furthermore, your advertising says "Compare prices." You compare Firestone prices with "mail order" prices. Montgomery Ward & Co. states emphatically that your advertising does NOT make a correct comparison between Ward tires and yours, in either quality or price. But the table at the left DOES.

The Firestone advertising lists three grades of tires—Courier, Oldfield and Super-Heavy Anchor. Your Courier, Mr. Firestone, is what is known in the trade as a "third line" tire. Montgomery Ward & Co. does not sell a "third line" tire. Your Oldfield is what is known as a "second line" tire—it compares in quality with our TRAIL BLAZER. The table at the left shows how Trail Blazer prices compare with Oldfield prices. Your Super-Heavy Anchor is also a "second line" tire—but is a quality which we do not sell . . . OUR BEST TIRE IS OUR RIVERSIDE. The Firestone advertising does not list a tire equal in quality to our Riverside—in the table at the left however, we list Firestone tires that are equal in quality to our Riversides and show ALSO how the prices compare.

In view of these facts, Mr. Firestone, we ask that in the future you state whose mail order tire you are talking about.

MONTGOMERY WARD & CO.

Mr. Auto Owner

Montgomery Ward & Co. guarantees you that quality for quality, there are no better tires made than Ward's Riversides and Trail Blazers. Furthermore, they are backed by the fairest, squarest tire guarantee ever written. And they sell for LESS than other tires of equal quality. Step into Ward's store where you will find a complete stock of Riversides and Trail Blazers and see for yourself. COMPARE before you buy. Ward's always sells for less.

MONTGOMERY WARD & CO.