

ALLSTATE *wins* IN A LABORATORY* TEST on these 12 VITAL POINTS

We wanted a detailed analysis of ALLSTATE—one that would be absolutely impartial. So we went to the tire industry's largest independent testing laboratory—a group of experts interested in no particular tire. They compared ALLSTATE, point for point, with a typical, nationally-advertised first-line tire.

Read the report for yourself. It's shown in the table at the right. Check every point carefully, compare every figure!

America's best tire engineers designed ALLSTATE. The leading maker of quality tires manufactures it. Sears Roebuck and Co. guarantees it. Eight million motorists vouch for its safety and riding comfort.

**Name on Request*

COMPARE These PRICES

Automobile manufacturers do not use the Second Line Tires of National Manufacturers as original equipment. Why should you take the risk when you can save money by buying genuine, FIRST QUALITY ALLSTATE TIRES, backed by a responsible guarantee and with a saving of 25%? Even if the tire size for your car is not listed, we have it—and we will save you up to 25%.

MAKE OF CAR	Tire Size	Sears' ALL-STATE Tires, Each	A Nationally Advertised "First Line" Tire	Sears' COM-PANION Tires, Each	A Nationally Advertised "Second Line" Tire
Ford	30x4.50-21 29x4.40-21	\$5.69 4.98	\$7.85 7.05	\$4.85 4.35	\$5.69 4.98
Chevrolet	29x4.50-20 28x4.75-19	5.60 6.65	7.45 8.55	4.78 3.68	5.60 6.65
Buick	31x5.25-21 29x5.50-19	8.57 8.90	11.40 12.00	7.37 7.65	8.57 8.90
Essex	30x5.00-20 29x5.00-19	7.10 6.98	9.40 9.15	6.10 5.99	7.10 6.98
Pontiac	29x4.75-20 29x5.00-19	6.75 6.98	8.90 9.15	5.75 5.99	6.75 6.98
Dodge	29x5.00-19 28x5.50-18	6.98 8.75	9.15 11.50	5.99 7.45	6.98 8.75
Chrysler	28x5.25-18 30x6.00-18	7.90 11.20	10.35 16.20	6.85 9.48	7.90 11.20
Nash	30x5.25-20 31x6.00-19	8.30 11.45	11.15 16.70	7.25 9.63	8.30 11.40
Oldsmobile	28x5.25-18	7.90	10.35	6.85	7.90
Studebaker	31x6.20-19 29x5.50-19	12.93 8.90	20.10 12.00	7.65	8.90
Plymouth	29x4.75-20 28x4.75-19	6.75 6.65	8.90 8.55	5.75 5.68	6.75 6.65
Hudson	31x6.00-19 28x5.50-18	11.45 8.75	16.70 11.50	9.63 7.45	11.40 8.75
Hupmobile	29x5.50-19 31x6.00-19	8.90 11.45	12.00 16.70	7.65 9.63	8.90 11.40
Packard	32x6.00-20 32x6.50-20	11.47 13.45	17.00 20.40	9.85	11.50
De Soto	29x5.00-19 29x5.25-19	6.98 8.15	9.15 10.80	5.99	6.98
Oakland	29x5.50-19 28x5.50-18	8.90 8.75	12.00 11.50	7.65 7.45	8.90 8.75
Cadillac	32x6.75-20 33x7.00-19	15.35 15.05	22.00 21.30		

YOU SAVE
25%

Check ALLSTATE quality for yourself! Stop at any Sears store and examine actual cross-sections of ALLSTATE tires. Do it today! And next time you buy tires, get ALLSTATE, the tire millions have found to be America's greatest value!

COMPARE These 12 Quality Points

The World's Largest Independent Tire Testing Laboratory* Finds These Facts:

	Size 29x4.40=4.40-21	ALLSTATE Tire	A Nationally Advertised First Line Tire
1	29.35% LOWER PRICE	\$4.98	\$7.05
2	More Volume of Material	885 Cu. In.	374 Cu. In.
3	More Weight	16.625 Lbs.	13.875 Lbs.
4	More Width	4.544 In.	4.34 In.
5	More Thickness of Tread	.348 In.	.343 In.
6	More Tread Width	3.78 In.	3.59 In.
7	Better Cotton Fabric	15 Strands	9 Strands
8	29.90% Better Cord Strength	17.8 Lbs.	13.7 Lbs.
9	Better Breaker—Under Tread	Double Woven	2 Single
10	25% More Tread Strength	3950 Lbs.	3160 Lbs.
11	Longer Tread Wear	121% More	
12	Number of Plies**	4 Plies	4 Plies

**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.
Definition of the National Better Business Bureau.

Any fabric merely under the tread of a tire is a breaker strip and not a ply.



EXPERT MOUNTING SERVICE FREE

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SEARS, ROEBUCK AND CO.

554 CENTRAL AVENUE — HIGHLAND PARK

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SEE ALLSTATE CROSS-SECTIONS AT ANY SEARS STORES