

EXPERT MOUNTING SERVICE FREE

PHONE 2626

SEARS, ROEBUCK AND CO.

554 CENTRAL AVENUE — HIGHLAND PARK

PHONE 2626

SEE ACTUAL ALLSTATE CROSS-SECTION AT SEARS STORES

Full Plies make ALLSTATE Better Tires

And ALLSTATE Has as Many Plies as Any Other

FIRST QUALITY TIRE

ALLSTATE tires have full ply construction. And ALLSTATE has as many plies as any other first-quality tire. Directly under the tread, in every ALLSTATE cross section, you will see another layer of fabric. Some people call it a ply. But Sears, Roebuck and Co., the National Better Business Bureau and the majority of good tire manufacturers call it a breaker strip. We are willing to accept the standard set for the tire industry.

ALLSTATE Tires are built with plies of cotton that has been carefully selected for elasticity — "super-elastic" we call it. Read the laboratory analysis on the left. See what experts learned to be the truth. See the ALLSTATE cross sections at any Sears store. Notice the double woven breaker strip in addition to the plies. Then make up your mind that the next time you buy tires you'll buy ALLSTATE—America's greatest tire value!

*Name on Request

COMPARE These 12 Quality Points

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

| | Size 29x4.40 = 4.40-21 | ALLSTATE Tire | A Nationally Advertised 1st Quality Tire |
|----|-----------------------------|---------------|--|
| 1 | 29.35% LOWER PRICE | \$4.98 | \$7.05 |
| 2 | More Volume of Material | 385 Cu. In. | 374 Cu. In. |
| 3 | More Weight | 16.625 Lbs. | 15.375 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.

COMPARE These PRICES

Automobile manufacturers do not use the Second Quality 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%?

| MAKE OF CAR | Tire Size | Sears' ALL-STATE Tires, Each | A Nationally Advertised "1st Quality" Tire | Sears' COMPANION Tires, Each | A Nationally Advertised "2nd Quality" 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 5.68 | 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 |
| Whippet and Durant | 38x4.75-19 29x5.00-19 | 6.65 6.98 | 8.55 9.15 | 5.68 5.99 | 6.65 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 9.43 | 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 |
| Overhead | 29x5.50-19 28x5.50-18 | 8.90 8.75 | 12.00 11.50 | 7.65 7.45 | 8.90 8.75 |

*Even if the tire size for your car is not listed, we have it—and we will save you up to 25%.



CHALLENGE CERTIFICATE

Mount an ALLSTATE on one wheel of your car against a tire of any other make on the opposite wheel. If the ALLSTATE does not give you greater service, longer mileage, more riding comfort, or a saving up to 25% in price, we will give you a new ALLSTATE tire FREE.