

Sears' ALLSTATE has as Many Plies .. As Any Other First Quality Tire

and Saves you up to 25%

8,000,000 motorists—the tire industry's largest independent testing laboratory—the research department of a great university—all tell us ALLSTATE is one of the world's best tires. Best, because it's *made* best. Designed by leading tire engineers. Manufactured by America's foremost tire maker.

Plies—the foundation of the tire—are *full* plies in ALLSTATE. They are made of "super-elastic" fabric, and they extend uniformly from bead to bead. In addition, ALLSTATE has a breaker strip under the tread, to help absorb and distribute road shocks. This breaker strip is double-woven—the best type the tire industry has developed.

Check the 12 points in the impartial laboratory* test on the right. See for yourself the facts about plies by looking at actual cross sections in any Sears store. Then, the next time you buy tires, learn about tire value by buying ALLSTATE.

*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 "First 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.	15.875 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	20.00% 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 head to head 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

MAKE OF CAR	Tire Size	Sears' ALL-STATE Tires, Each	A Nationally Advertised "First Quality" Tire	Sears' COMPANION Tires, Each	A Nationally Advertised "First Quality" Tire
Ford	30x4.50-21	\$5.69	\$7.85	\$4.85	\$5.69
	29x4.40-21	4.98	7.05	4.35	4.98
Chevrolet	29x4.50-20	5.60	7.45	4.78	5.60
	28x4.75-19	6.65	8.55	5.68	6.65
Buick	31x5.25-21	8.57	11.40	7.37	8.57
	29x5.50-19	8.90	12.00	7.65	8.90
Essex	30x5.00-20	7.10	9.40	6.10	7.10
	29x5.00-19	6.98	9.15	5.99	6.98
Pontiac	29x4.75-20	6.75	8.90	5.75	6.75
	29x5.00-19	6.98	9.15	5.99	6.98
Whippet and Durant	28x4.75-19	6.65	8.55	5.68	6.65
	29x5.00-19	6.98	9.15	5.99	6.98
Dodge	29x5.00-19	6.98	9.15	5.99	6.98
	28x5.50-18	8.75	11.50	7.45	8.75
Chrysler	28x5.25-18	7.90	10.35	6.85	7.90
	30x6.00-18	11.20	16.20	9.43	11.20
Nash	30x5.25-20	8.30	11.15	7.25	8.30
	31x6.00-19	11.45	16.70	9.63	11.40
Oldsmobile	28x5.25-18	7.90	10.35	6.85	7.90
	29x5.50-19	8.90	12.00	7.65	8.90

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



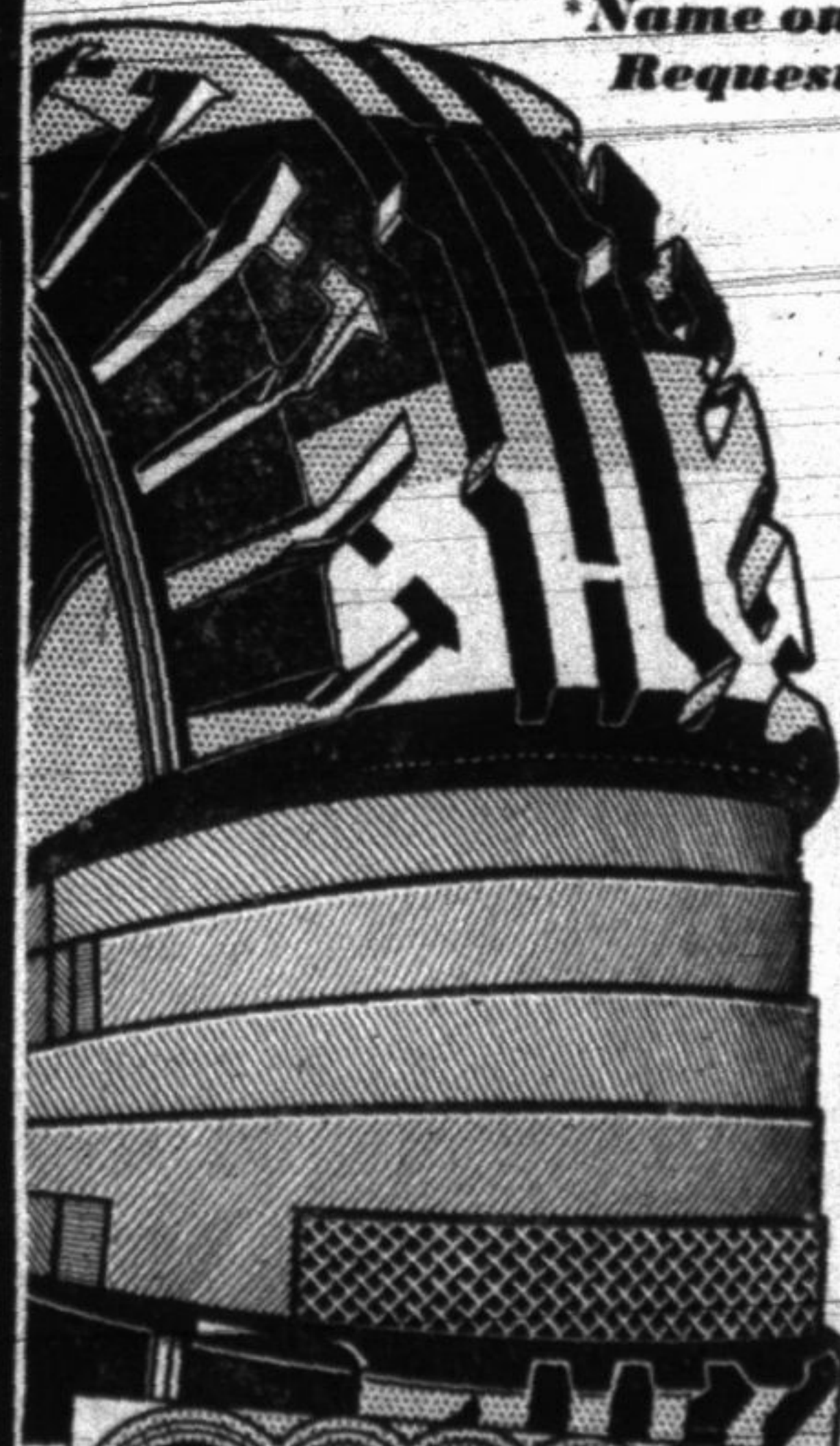
PEERLESS BATTERIES

13-Plate

\$5.85

And Your Old Battery

Two extra plates per cell give more power, longer service. 50% greater starting capacity. Guaranteed 18 months.



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.

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

sh Methodist Church
venue and Everts pl
W. Nelson, pastor
1 Pleasant street
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ector—Harry W. Har
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intendent—Otto Te
nt—Jesse L. Smith.