

39 reasons to buy your tires at 4day



- Service and courtesy.** We try to treat you so well that you'll never buy tires elsewhere.
- Cut prices.** We undersell by taking less mark-up than others take.
- Compare by phone.** We're happy to quote you prices by telephone.
- Take 2% off for cash or check.** We accept Visa or MasterCard but processing credit cards costs us approx 2%, so we give the 2% to you if you don't use your card.
- Four day week.** One-shift efficiency. No overlapping shifts and minimum time-&-a-half overtime.
- Full crews always on duty.** If you return with a problem, no run-around because "The man who handles that is off-duty."
- Purchasing power.** Our growing 54 store chain sales volume gives us buying power advantages.
- No blems.** No seconds.
- Tires only.** We don't get your car up on the hoist & make extra bucks by pushing brake linings, ball joints, etc.
- Hi-speed dynamic balance.** We use the latest, costliest precision off-car electronic equipment.
- Complete stocks.** We fit almost any US or imported car, light truck or van.



12. Wide selection. We carry 900 to 6,000 tires in each store backed by 100,000 tires in Calif & Texas warehouses. You don't have to settle for what happens to be in stock.

- We're independent.** No mfr tells us what brand we can sell. For each tire application we buy whichever brand offers us, and you, the most tire for the money.
- Quality products.** We carry Bridgestone, Continental, Dunlop, Firestone, Michelin, Pirelli & Quantum. For passenger tires we're one of the largest US Bridgestone dealers, one of the largest US Pirelli dealers and one of the largest Michelin dealers in US.



- No salesmanship here.** We offer expert information. You make the decision. Unlike other dealers, we pay no spiffs or rewards for trading you up. Our men don't resent it if you leave without buying. You'll be back.
- Free mounting.** Unlike many price cutters and warehouse clubs, we don't charge for mounting.
- No yo-yo pricing.** We never manipulate prices up, down, up, down to create the illusion of bargains.
- No pricing mystery.** All our prices for tires, balancing, stems, etc. are plainly posted in each store. Or ask to see our

- mgr's printed price list.**
- No trade-in required.** Our price is the same whether your take-off tire is retreadable or not.
- We offer to register your tire numbers with mfr to notify you in case of a recall, even though federal law allows dealers to require you to fill in and mail card to mfr.**
- Superior employees.** Instead of hiring experienced people who know all the tricks, we hire & train inexperienced men in our own 52 week program, and promote our mgrs & supervisors from within.
- Tire expertise.** Have a tire problem or question? Our managers are tire experts. They keep updated on the latest products, applications and technical information at our regular training seminars.
- Cleanliness.** Tire people & premises don't have to be dirty. We insist on good housekeeping. Our employees start each day with a freshly laundered uniform.
- No sign clutter.** Our premises are neat and simple. We want to be good neighbors.
- Informative advertising.** The more you know about tires & about us, the more apt you are to buy from 4day. We want you to know our prices, too. Instead of putting the price of a small tire in big type we advertise all our tire sizes in equal type size.
- EPDM valve stems are ozone-resistant so they don't rot out like standard rubber stems sold elsewhere. We also offer steel valve stems.**
- Tire changers.** All of our stores have European type tire machines that break the bead, remove the old tire and mount the new tire without touching the outside of the wheel. This is important to our customers who've made a substantial investment in specialty wheels.
- Torque wrenches.** All specialty wheels, wheels on all import cars and 4-lug US cars are torqued by hand. Other dealers aren't so careful.
- Careful habits.** When your tire is removed the hubcap is placed

- over lug nuts, polished side up, to avoid scratches.**
- Speedy inspection.** We use portable inflation equipment so you don't have to wait your numbered hoist turn if all you need is inflation correction.
- How to complain.** If you have a problem, discuss it with top management. See instructions next to our addresses in every 4day ad.
- Problems corrected.** Our president writes to every customer who returns a problem tire for adjustment, offering an owner's attention if customer is not satisfied or has a question.
- 4day guarantee.** We offer a minimum mileage guarantee on every tire in our regular stock. *The following apply if you buy with our 4day guarantee.*
- Price integrity.** When we make a pro-rata allowance for a failed tire under our guarantee, we sell at our true current selling price. No inflated "adjustment prices."
- Easy to compute.** If tire becomes unusable, our guarantee shows exact credit due according to mileage used.
- Cash refund.** If you'd prefer to buy your replacement tire elsewhere, we'll mail you a check instead of giving you a credit on a new tire. No problem.
- Run-flats get full mileage allowance under our guarantee.** Other dealers refuse. How can you get out of traffic with a flat unless you drive on it?
- Free puncture repair** if your tire is purchased with our guarantee.
- Free inspection,** and rotation if needed, every 5,000 miles if tires purchased with our guarantee.



PIRELLI

Original equipment on the world's finest.

Pirelli P4 and P44 UTQG: 180-280AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 nylon cap, 1 nylon or 2 rayon body plies. SR speed rated. Blackwall.

155-13	\$33.81	185-14	\$43.04	185/70-14	\$51.03
165-13	\$37.50	175/70-13	\$43.04	195/70-14	\$54.10
175-14	\$44.87	185/70-13	\$47.33	205/70-14	\$59.63

Pirelli P6 UTQG: 170-200AA. 20,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 nylon cap, 1 nylon or 2 rayon body plies. HR speed rated. Blackwall. † = VR speed rated.

185/60-14	\$67.43	225/60-14†	\$129.83	195/60-15†	\$119.53
195/60-14	\$96.29	195/65-15†	\$114.94	205/60-15	\$105.48
225/60-14	\$101.49	195/60-15	\$100.87	205/60-15†	\$125.70

Pirelli P7 UTQG: 160AA. 15,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 2 nylon caps, 1 nylon or 2 rayon body plies. VR speed rated. Blackwall. ** = R- or F-type tread design

205/60-13	\$142.87	225/50-15**	\$215.69	205/55-16	\$220.16
195/50-15	\$164.96	285/40-15**	\$266.87	225/50-16	\$232.86
215/55-15	\$197.49				

Pirelli P7002 UTQG: 160AA. 15,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 2 nylon caps, 2 nylon body plies. ZR speed rated. Blackwall.

205/50-15	\$178.86	205/55-16	\$206.94	225/45-16	\$224.97
225/50-15	\$202.74	225/50-16	\$218.89	245/45-16	\$240.20

Pirelli P8 UTQG: 130-150AA. 20,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 nylon cap, 1 nylon or 2 rayon body plies. VR speed rated. Blackwall.

205/70-15	\$136.07	215/70-15	\$139.59		
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Pirelli P8 UTQG: 200AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 nylon cap, 1 nylon body ply. Fuel-saving low rolling resistance design. TR speed rated. Blackwall.

185/65-15	\$62.14				
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Continental

Continental CS/CT 21 UTQG: 160-200AB. 50,000 miles*. All season radial. 2 steel belts, 1 nylon cap (some sizes), 1 or 2 rayon body plies. SR speed rated. Blackwall. † = TR rated. RF = reinforced.

155-13†	\$31.30	185-14RF	\$59.91	185/70-13†	\$47.64
165-13†	\$36.31	165-15	\$44.64	185/70-14†	\$52.57
175-14	\$48.54	175/70-13†	\$42.04	195/70-14†	\$58.82
185-14	\$53.21				

Continental CS 24 UTQG: 320-370AB. 50,000 miles*. Radial. 2 steel belts, 1 or 2 polyester body plies. M+S rated. SR speed rated. Whitewall.

175/80-13	\$41.33	205/75-15	\$55.06	225/75-15	\$59.31
205/75-14	\$52.97				

Continental CH 51 UTQG: 150AA. 30,000 miles*. Radial. 2 steel belts, 2 nylon caps, 1 or 2 rayon body plies. HR speed rated. Blackwall.

185/70-13	\$68.37	205/70-14	\$86.84	195/65-15	\$82.80
185/70-14	\$73.91	185/60-14	\$80.49	205/65-15	\$90.51
195/70-14	\$79.31	195/60-14	\$90.30		

Continental CV 51 UTQG: 150AA. 20,000 miles*. Radial. 2 steel belts, 2 nylon caps, 1 or 2 rayon body plies. VR speed rated. Blackwall.

195/60-14	\$100.69	205/65-15	\$101.00	215/60-15	\$126.67
185/65-15	\$88.27	205/60-15	\$113.36	225/60-15	\$128.16



Michelin XM UTQG: 330AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 or 2 rayon body plies. Whitewall.

P175/60R13	\$59.66	P195/75R14	\$64.27	P205/75R15	\$70.13
P185/60R13	\$62.85	P205/75R14	\$68.61	P215/75R15	\$73.09
P185/75R14	\$61.20				

Michelin MXV UTQG: 170AA. 30,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 2 rayon body plies. HR speed rated. Blackwall.

175/70-13	\$70.82	185/65-14	\$90.19	195/60-15	\$99.40
185/70-14	\$85.06	185/65-15	\$95.92		

Michelin MXL UTQG: 280AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 or 2 rayon or polyester body plies. TR speed rated. Blackwall.

165/70-13	\$49.22	175/70-14	\$60.42	175/70-15	\$63.97
175/70-13	\$54.55	195/70-14	\$69.94	185/65-15	\$67.66
‡ = 20,000 mile 4day limited guarantee available.					

Michelin ZXZ UTQG: 240AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 or 2 rayon or polyester body plies. SR speed rated. Blackwall. RF = reinforced.

165-13	\$46.12	175-14	\$54.06	165-15	\$54.44
165-14	\$49.49	185-14RF	\$53.52		

Michelin XA4 UTQG: 310AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 1 or 2 rayon or polyester body plies. M+S rated. Whitewall. b = blackwall. XL = extra load.

P185/75R14b	\$57.38	P195/75R14	\$66.57	P235/75R15	\$82.41
P185/75R14	\$63.38	P225/75R15	\$78.21	P235/75R15XLb	\$81.77

Michelin XZ4 UTQG: 310AB. 40,000 mile 4day limited guarantee available*. Radial. 2 steel belts, 2 polyester body plies. Whitewall. b = blackwall.

P185/75R14	\$70.14	P205/75R14b	\$72.17	P205/70R15b	\$71.42
P195/75R14	\$74.72	P205/75R14	\$79.96	P205/70R15	\$80.41

Private Brand All Season Radial UTQG: 180-240AC or 170-220BC. 30,000 miles*. 2 steel belts, 2 polyester body plies. M+S rated. Whitewall.

P195/75R14	\$33.63	P205/75R15	\$37.35	P225/75R15	\$41.63
P205/75R14	\$35.36	P215/75R15	\$38.63		

Private Brand 60-Series Radial UTQG: 300AC. 30,000 miles*. 2 steel belts, 2 polyester body plies. SR speed rated. M+S rated. Raised white letters. b = blackwall.

P185/60R14b	\$48.46	P245/60R15	\$62.64	P255/60R15	\$65.18
P195/60R15	\$49.69				

Prices include 2% discount for cash/check. Ask store mgr for complete price list. Our stock includes over 700 sizes & types from Bridgestone, Continental, Dunlop, Firestone, Michelin, Pirelli, Quantum & retreads. Please call first to check supply on hand. * Mileage covered if purchased with 4day limited guarantee at 6% extra. NOTE: Casing ply material may vary as indicated on sidewall of tire.

Some prices will be going up, some down, effective Monday, Sept. 24th.

Sun

GONE FISHING

Mon

GONE FISHING

Tue

GONE FISHING

4day tire stores

Open only during the 43 most efficient selling hours. Developing maximum sales with 1-shift overhead helps us cut tire prices.

Wed

OPEN 8:30 to 8

Thu

OPEN 8:30 to 8

Fri

OPEN 8:30 to 8

Sat

OPEN 8:30 to 5

4day limited guarantee
 If before you receive the guaranteed mileage, a tire purchased with 4day guarantee becomes unusable in normal use due to product failure, rapid wear, road hazard or run-flat not including collision or curb damage, we will give you credit on purchase of another tire or mail you a check (allow 3 weeks) upon return of tire, invoice and vehicle (to check odometer). Replacement tire will be sold at our current price instead of an inflated "list" or "exchange price." Credit or check will be percentage of unused miles multiplied by original selling price (Retreads replaced free in first 25% of guaranteed mileage if failure due to mfg defect) Repairable punctures will be fixed free. To keep wear portion of guarantee in effect, bring guarantee to any 4day Tire Store every 4,000 to 6,000 miles so we can inspect for unusual wear, rotate free if needed or requested adjust inflation inform you if alignment or other work is required and record date, wear rate and mileage.

Needed corrections must be made within 500 miles at any qualified shop and repair bill kept in car with guarantee. If any interval exceeds 6,000 miles, rapid wear portion of this guarantee is voided or credit is substantially reduced, but other benefits are retained. In most rapid wear cases, operator or terrain is harder than average on tires, or car has mechanical problems, so rapid wear replacement tire will not carry rapid wear guarantee unless customer steps up to a longer wearing tire or, if not available, 4day reserves right to issue credit by check. Alignment performed by 4day is guaranteed for 6,000 miles. Dynamic balance by 4day is guaranteed 1,000 miles. If tire adjusted under 4day guarantee, no rebalancing charge if within 10,000 miles. Tubes carry mfr's material & workmanship warranty but no road hazard coverage. This guarantee gives you specific legal rights and you may also have other rights which vary from state to state. All obligations or liabilities for incidental or consequential damages are excluded. © 1990 Lansdale & Carr

- L.A. Area:**
ALHAMBRA 2120 W Main St 282-0689
CRENSHAW 2349 Crenshaw Blvd 733-0149
CANOGA PARK 7750 Canoga Av 348-5566
COVINA 1237 N Azusa Av 915-2688
N HOLLYWD 4301 Lankershim Blvd 766-3921
LONG BCH/LAKEWOOD 3703 E South St 602-5517
MANHATTAN BCH 1200-A N Sepulveda 546-7670
ONTARIO 1337 N Mountain Av 391-3522
- Orange County:**
ANAHEIM 1899 W Lincoln Av 491-9654
ANAHEIM 950 N Harbor Blvd 535-7126
GARDEN GROVE 13961 Brookhurst 534-0601
HUNTINGTON BCH 19300 Beach Blvd 962-0069
- PACOIMA** 9745 Laurel Canyon Blvd 897-2343
PASADENA 3549 E Colorado 795-7084
RIVERSIDE 11881 Magnolia Av, #10 358-0909
ROBERTSON 2330 S Robertson Blvd 287-1765
SAN BERNARDINO 477 Orange Show 884-6044
DOWNNEY/SOUTH GATE 5704 Firestone 927-5566
WEST LA 1756 S Sepulveda 477-8581
WHITTIER 14706 E Whittier Blvd 696-1189
- LA HABRA** 421 E Imperial Hwy 992-0161
NEWPORT BEACH 375 Bristol St, #105 545-5666
GARDEN GROVE 12592 Chapman Ave 971-1919
IRVINE 51 Auto Center Dr 855-4417
SANTA ANA 2071 S Main St 546-6655

54 stores in Calif, Tucson, Dallas, Fort Worth, Kansas City, Seattle

If you have a complaint, help us by writing to our president, Don Carr, 17622 Armstrong Av, Irvine, CA 92714. Or leave your phone number with any 4day store manager and our regional manager will call you.

50-1466 9/15/90 V-19