

Do you fall for the "we'll beat any price" tire gimmick?



Some things never change. Open the newspaper and you'll see some tire dealer boasting in his ads that he'll beat any price.

What he really means is that he usually overcharges you. But if you show him our 4day printed price list or one of our ads, he'll drop his price one penny below ours. After you leave he raises his prices again.

Does it make sense to buy tires from someone just because he'll save you one whole penny? We don't think so.

No pricing tricks at 4day
You know exactly what you'll pay at 4day because our prices are posted in plain sight in each of our stores.

Ask the manager for a copy of our printed price list. It's yours to keep.

Do we really undersell?
We try to undersell all other dealers on all tires all the time.

With other dealers constantly raising and lowering prices to create next week's hurry-up special, that's a difficult goal. But we work at it.



You call this a tire sale?
Have you ever seen an ad about a "tire sale" but found the prices even higher than they were a month earlier?

Have you seen the "discounters" who seem to be having sales every week?

When do they sell at their regular prices?
Why do they call themselves

discounters if their regular prices aren't discounted?

We don't yo-yo our prices. We price our tires by computer formula. When we obtain an extra mfr's discount our computer lowers our selling price. When we're charged a higher price the computer increases our prices accordingly.

That's why our prices end in odd pennies. We have lower overhead and operating costs than other dealers. And we buy better.

We consistently cut prices to the minimum. Every day. **We cut stem & balance prices, too**
Prices for stems and balancing differ from dealer to dealer.

The bare bones tire price that brought you in the door may not look quite as attractive after you add inflated charges for balancing and stems.

Although another dealer may occasionally undercut us on a particular tire in one or two sizes, our out-the-door prices are consistently among the lowest in the industry.

Slice off an extra 2%
Credit cards cost money. Processing credit cards, calling for verification, paperwork in the stores, record-keeping at the main office, plus bank charges, add thousands of dollars a year to our overhead.

Why charge those customers who don't use credit cards?
We give an extra 2% off for payment by cash/check.

But you're welcome to use your Visa or MasterCard at

4day, and even without the 2% discount for cash, you'll still save money.



About your tinkertoy spare tire
That miniature round rubber doughnut in your trunk is a spare tire.

Really. Blame it on the car makers who'll blame it on the government who'll blame it on the oil crunch of the 70's.

That's when the government set fuel economy standards and car makers started looking for ways to cut weight to increase gas mileage.

The big, heavy full-size spare was replaced by the space-saver spare.

Actually, according to the Tire Industry Safety Council, they're well made of a heavy compound and the manufacturers claim that they're good for about 2,000 miles when used properly and correctly inflated.

You shouldn't exceed 50 mph. And the inflation pressure, usually about 60 psi as opposed to 25-35 psi in regular tires, should be checked regularly.

One car, one operator
We assign one person to tighten the lug nuts on each customer's car.

Why can't another operator, not busy at the moment, pitch in and help get you out faster?

Two operators, each thinking the other has tightened all the nuts on one of the wheels, could let you drive out with an unsafe

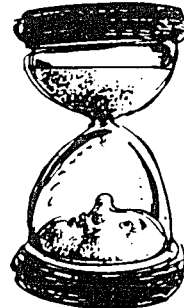
wheel. It may take a little longer this way, but remember we're following the safest possible procedures.

Try these prices on your kazoo
Take a look at the low prices on our Private Brand All-Season Radial in the 5th column at right. In sizes to replace the original equipment tires on many Ford, GM, Chrysler & other cars.

This whitewall is M+S rated to deliver superior traction on wet & dry roads and in the snow.

When were your tires born?
On the sidewalls of your tires is a series of letters and numbers following the abbreviation "DOT".

DOT stands for Dept of Transportation. The three numbers at the end of the series denote the week and year the tire was made. For example, "448" would be the 44th week of 1988.



It's easy to get tired at night
Have you ever wondered why some retail stores close shop right before you can get there after work?

Maybe they don't want to miss too much of the six o'clock news.

But we stay open until 8 pm Wednesday, Thursday and Friday to make it easier for people to plan around their work schedules.

Our store managers tell us that the evening is usually the time for the quickest service, too.

Continental

Continental CS 75 Con-Trac UTOG: 220-280BC 50,000 miles*. Radial. 2 steel belts, 1 or 2 polyester body plies. SR speed rated. All season tread design. M+S rated. Whitewall.
P185/75R14, \$42.54 P205/75R15, \$43.37 P225/75R15, \$53.31
P195/75R14, \$44.27 P215/75R15, \$49.94 P235/75R15, \$53.76
P205/75R14, \$47.44

Continental CS 21 UTOG: 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. RF = reinforced. † = TR rated.
145-13†, \$29.03 175/70-13, \$41.10 185/70-14, \$50.89
185-14RF, \$56.79 185/70-13, \$46.30 195/70-14, \$54.97
165-15, \$43.50 175/70-14, \$46.47 185/65-15†, \$56.40
† = 30,000 mile 4day guarantee available.

Continental CH 51 UTOG: 150AA 30,000 miles*. Radial. 2 steel belts, 2 nylon caps, 1 or 2 rayon body plies. HR speed rated. Blackwall.
185/70-13, \$68.41 195/60-14, \$89.70 195/60-15, \$95.86
185/70-14, \$73.79 185/65-15, \$81.21 205/65-15, \$89.90
195/70-14, \$79.04 195/65-15, \$82.41 205/60-15, \$100.36

Continental CV 51 UTOG: 150AA 20,000 miles*. Radial. 2 steel belts, 2 nylon caps, 1 or 2 rayon body plies. VR speed rated. Blackwall.
195/65-15, \$92.70 205/65-15, \$100.09

Bridgestone

Bridgestone RD207 SuperFiller UTOG: 180AA 40,000 miles*. Radial. 2 steel belts, 2 polyester body plies. SuperFiller stiff bead compound. HR speed rated. White letters. † = blackwall.
P185/70R14b, \$50.33 P195/70R14b, \$52.69 P205/70R14b, \$56.10
P185/70R14, \$57.81 P195/70R14, \$60.84 P205/70R14, \$64.54

Bridgestone S402 SuperFiller UTOG: 180-240AB 40,000 miles*. Radial. 2 steel belts, 1 or 2 polyester body plies. SuperFiller stiff bead compound. M+S rated. Whitewall.
P165/75R13, \$39.84 P185/75R13, \$45.66 P215/75R15, \$65.49

Bridgestone RE71 Potenza SuperFiller UTOG: 100AA 15,000 miles*. Hi-performance. Unidirectional. Radial. 2 steel belts, 2 rayon body plies. SuperFiller stiff bead compound. VR speed rated. Blackwall. † = HR speed rated. ‡ = ZR speed rated.
P185/60R14†, \$114.41 P215/60R15, \$163.27 205/50-15, \$173.13
P185/60R14, \$123.43 P205/60R15, \$151.90 205/55-16, \$204.66
P195/60R14, \$144.14 P195/60R15†, \$121.71 P255/50R16†, \$241.06
P205/60R14, \$150.21

Bridgestone HP41 Potenza UTOG: 220AA 40,000 miles*. Radial. 2 steel belts, 2 nylon belt edge layers, 2 polyester body plies. High performance all season design. SuperFiller stiff bead compound. HR speed rated. Raised white letters. † = blackwall.
P195/60R14, \$80.39 P215/60R15b, \$87.33 P255/60R15, \$103.01
P205/60R15b, \$81.24

DUNLOP

Dunlop BP4 UTOG: 200BB 40,000 miles*. All season radial. 2 steel belts, 2 polyester body plies. M+S rated. SR speed rated. Blackwall.
155-13, \$31.79 175/70-13, \$38.46 185/70-14, \$45.40
165-13, \$34.16 185/70-13, \$43.91 195/70-14, \$46.90
185-14, \$43.15

Dunlop D40/M2 UTOG: 180AA 20,000 miles*. Radial. 2 steel belts, 1 nylon cap, 2 rayon body plies. VR speed rated. Blackwall. † = ZR speed rated.
P205/65R15, \$131.72 205/55-16†, \$167.03 P245/50R16†, \$191.34
P225/60R15, \$138.99 225/50-16†, \$180.99

Dunlop D60/M2 UTOG: 190-220AA 25,000 miles*. Radial. 2 steel belts, 2 nylon belt edge bands, 2 polyester body plies. HR speed rated. Blackwall.
185/65-14, \$68.67 205/60-14, \$73.99 205/65-15, \$78.86
185/60-14, \$65.24 195/65-15, \$76.60 205/60-15, \$71.98
195/65-14, \$76.60 195/60-15, \$70.82 215/60-15, \$71.81
195/60-14, \$68.77

Dunlop B/T Qualifier HR UTOG: 200AA 30,000 miles*. Radial. 2 steel belts, 2 nylon belts, 2 polyester body plies. HR speed rated. All season tread design. Blackwall.
P185/60R14, \$58.88 P225/60R14, \$72.88 P215/60R15, \$69.83
P195/60R14, \$60.63 P195/60R15, \$62.99 P215/60R15, \$74.46
P205/60R14, \$65.74 P205/60R15, \$63.93

Dunlop B/T Qualifier SR UTOG: 250AA 25,000 miles*. Radial. 2 steel belts, 2 nylon belts, 2 polyester body plies. HR speed rated. Raised white letters.
P195/70R13, \$52.84 P205/70R14, \$58.45 P215/70R15, \$66.72
P195/70R14, \$56.69 P215/70R14, \$61.59

Dunlop Questor UTOG: 200-220BC 25,000 miles*. Radial. 2 steel belts, 2 belt edge bands, 2 polyester body plies. Blackwall.
P165/60R13, \$36.13 P185/75R14, \$41.51 P215/75R15, \$48.12
P175/60R13, \$37.62 P205/75R14, \$45.45 P225/75R15, \$50.94
P185/60R13, \$36.52 P205/75R15, \$46.59 P225/75R15, \$52.49
P185/75R14, \$41.16

Dunlop Radial Rover 20,000 miles*. Radial. 2 steel belts, 2 polyester body plies. Load range C-D. Outline white letters. FET charged on tires over 40 lbs.
215/75R15b, \$88.12 26x8.5R14b, \$76.36 31x11.5R15b, \$115.22
235/75R15b, \$98.66 30x8.5R15b, \$94.63 33x12.5R15b, \$121.65
255/65R16b, \$121.72 31x10.5R15b, \$105.90

Private Brand All Season Radial UTOG: 180-240AC or 170-220BC 30,000 miles*. 2 steel belts, 2 polyester body plies. M+S rated. Whitewall.
P165/60R13, \$29.85 P205/75R14, \$35.36 P225/75R15, \$41.63
P185/60R13, \$32.09 P205/75R15, \$37.35 P225/75R15, \$42.86
P195/75R14, \$33.83 P215/75R15, \$38.63

Private Brand Steel Belted Radial 30,000 miles*. UTOG: 150BB. 2 steel belts, 2 polyester body plies. Blackwall. † = M+S rated.
145-13†, \$24.18 175-14, \$32.51 175/70-13†, \$30.77
155-13, \$25.70 165-15, \$30.07 185/70-13†, \$32.34
† = 15,000 mile 4day guarantee available.

Call for our cut prices on Michelins



Prices include 2% discount for cash/check MSRP
Ask store mgr for complete price list. Our stock includes 650 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.

In price list above, UTOG ratings (100AB, etc) refer to comparative tread life (highest number is best), wet traction (A is best), heat resistance (A is best). UTOG does not apply to commercial or retread tires. Speed ratings: SR = up to 112 mph; TR = up to 118 mph; HR = up to 130 mph; VR = up to 150 mph; ZR = over 150 mph.
NOTE: Casing ply material may vary as indicated on sidewall of tire.

Sun GONE FISHING	Mon GONE FISHING	Tue GONE FISHING
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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
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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 but 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 mtg 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.
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L.A. Area:
ALHAMBRA 2120 W Main St 282-0689
CRENSHAW 2349 Crenshaw Blvd 733-0149
CANOGA PARK 7759 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
LA MIRADA 14100 Rosecrans Ave, #1 404-2415
MANHATTAN BCH 1200-A N Sepulveda 546-7670

Orange County:
ANAHEIM 1899 W Lincoln Av 491-9654
ANAHEIM 950 N Harbor Blvd 535-7126
GARDEN GROVE 13961 Brookhurst 534-0601
LA HABRA 421 E Imperial Hwy 992-0161

ONTARIO 1337 N Mountain Av 391-3522
PACOIMA 9745 Laurel Canyon Blvd 897-2343
SASADENA 3549 E Colorado 796-7084
ROBERTSON 2930 S Robertson Blvd 287-1765
SAN BERNARDINO 477 Orange Show 884-6044
DOWNEY/SOUTH GATE 5704 Firestone 927-5566
WEST LA 1756 S Sepulveda 477-8581
WHITTIER 14706 E Whittier Blvd 696-1189

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.