

WHEN TIRES MEANT LIFE OR DEATH.

WHAT... NO BLOW-OUT?
"SPIKE TEST" PROVES RIVERSIDES 12% STRONGER PLYS GIVE GREATER BLOW-OUT PROTECTION

MORE MILES-OF-SAFETY ON RIVERSIDES!

1 OF EVERY 4 BOUGHT RIVERSIDES

EFFECTIVE JANUARY FIRST
Rationing Ended! No Certificate needed for these Famous Ward
RIVERSIDES
...the tire that gives you
MORE MILES-OF-SAFETY!
MONTGOMERY WARD

If we're temporarily out of your size tires, they'll soon be in.

NOT A DROP TO SKID ON!

EVERY RIVERSIDE PLY IS 12% STRONGER
...TO GIVE YOU GREATER PROTECTION AGAINST BLOW-OUTS

1 1/2 Million Car-Owners Can't Be Wrong

Riverside Tires didn't Come on Their Cars! Riversides were CHOSEN!

38,621,055 TIMES
the choice was RIVERSIDES

9 out of 10 chose RIVERSIDES!

"I GOT 90,300 MILES on these RIVERSIDES"

RIVERSIDES didn't come on my car, I CHOSE THEM!

RIVERSIDES didn't come on my car, I CHOSE THEM!

13.95