

WARDS
MONTGOMERY WARD



DURING WARD WEEK ONLY!

prices smashed on every car, truck and tractor tire



Riverside Air Cushion nylons

1066

RIVERSIDE 4-SQUARE GUARANTEE

1. Against road hazards for the specified time. Adjustments prorated on months used.
2. Against defects in materials, workmanship for life of tread. Adjustments prorated on tread wear.
3. To give nationwide service.
4. Satisfaction guaranteed. Adjustment based on current price before trade-in when returned.

FULL 15 MONTH GUARANTEE

6.70-15 tube-type blackwall plus excise tax and trade-in tire

Full 4 plies of tough, 100% DuPont nylon cord construction takes continual road impact punishment. 7 rows of deep-gripping tread hold fast to wet, slippery pavements. Lifetime tread guarantee against defects in materials, workmanship.

NO CASH DOWN Your trade-in is the down payment!
FAST, FREE TIRE MOUNTING!

Size	AIR CUSHION TUBELESS BLACK		TUBE-TYPE BLACK	
	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax
6.70-15	20.60	13.66	17.95	10.66
7.10-15	24.60	16.66	20.60	13.66
7.60-15	26.60	18.66	22.65	15.66
7.50-14	20.60	13.66		
8.00-14	24.60	16.66		

\$3 more buys a Whitewall in your size!

RIVERSIDE NYLON "64" SAFETY NYLONS

1666

6.70-15 black, tube-type

*Plus excise tax and trade-in tire

FULL 24-MONTH NATIONWIDE GUARANTEE
Extra-strong nylon! Over 3,000 gripping edges in tread!

Size	NYLON 64 TUBELESS BLACK		TUBE-TYPE BLACK	
	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax
6.70-15	27.10	18.66	25.25	16.66
7.10-15	29.50	21.66	27.75	19.66
7.60-15	31.95	23.66	29.75	21.66
7.50-14	27.10	18.66		
8.00-14	29.50	21.66		

Only \$3 more buys a Whitewall in your size!

1466*

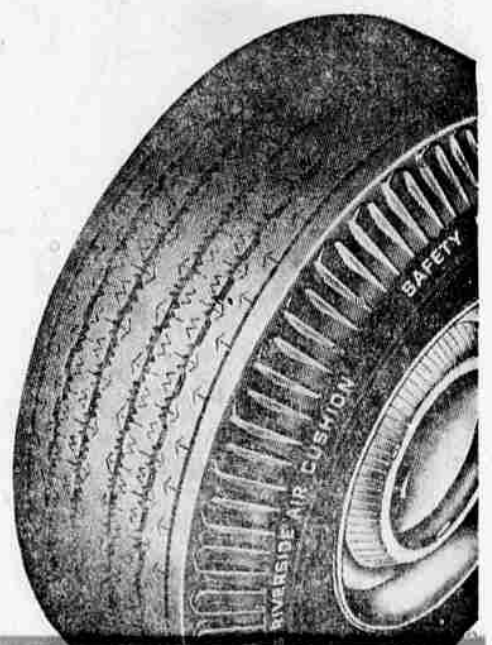
6.70-15 black, tube-type

*Plus excise tax and trade-in tire

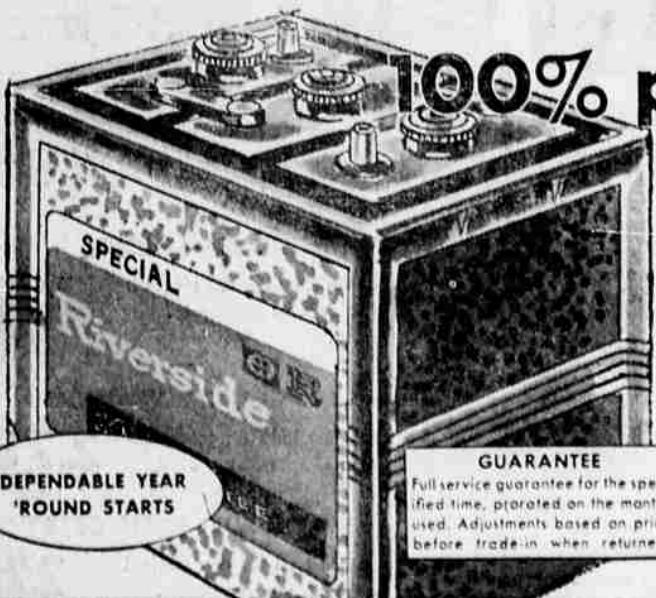
FULL 20-MONTH NATIONWIDE GUARANTEE
First-line construction... first-line performance!

Size	SAFETY NYLON TUBELESS BLACK		TUBE-TYPE BLACK	
	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax	List price each before trade-in plus excise tax	Sale price with trade-in plus excise tax
6.70-15	24.45	16.66	21.95	14.66
7.10-15	26.95	18.66	24.45	16.66
7.60-15	29.45	21.66	25.85	19.66
7.50-14	24.45	16.66		
8.00-14	26.95	18.66		

Only \$3 more buys a Whitewall in your size!



prices cut on all batteries & accessories!



100% power-packed

BUILT FOR INSTANT RESPONSE, GUARANTEED 24 MONTHS

988*
12-volt type 245

788*
6-volt types 1, 2L

30-month guar. 6-V, types 1, 2L... **10.88***

Ex. pow. 12-V, 245. Guar. 24 mo... **13.88***

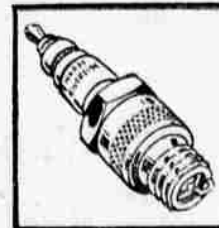
36-month guar. 6-V, types 1, 2L... **13.88***

36-month guar. 12-V, type 245... **16.88***

*WITH TRADE-INSTALLED FREE

GUARANTEE
Full service guarantee for the specified time, prorated on the months used. Adjustments based on price before trade-in when returned.

DEPENDABLE YEAR ROUND STARTS

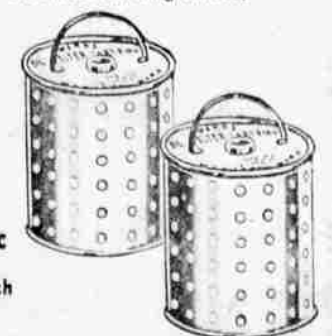


NOW SAVE 21c ON EACH RIVERSIDE SPARK PLUG!

38c

Reg. 59c

For better engine performance, greater gas economy, use Ward's Riversides! Heat, corrosion-resistant electrode for long service.



CUT GAS BILLS WITH RIVERSIDE OIL FILTERS

"Quick change" filter cartridges for maximum filtering. Assorted.

88c each

SATISFACTION GUARANTEED... or your money back!

