



Riverside snow tires outpull them all!

**REASONS?
SEE BELOW!**

DEEP-TREAD POWER GRIP NYLONS

YOU GET FULL 24-MONTH NATIONWIDE SERVICE GUARANTEE!

TUBE-TYPE BLACKWALL

TUBELESS BLACKWALL

15⁸⁸
6.70-15, plus
excise tax and
retreadable tire

17⁸⁸
6.70-15, 7.50-14,
plus excise tax
and retreadable tire

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

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.

**CONVENIENT
CREDIT
TERMS!**

HERE'S WHY RIVERSIDE SNOW TIRES ARE TOPS...



**FREE
MOUNTING!**

EXTRA PULL POWER
Strong, deep-tread design really "digs in" for more go-power in mud and snow.

SELF-CLEANING
Tread "kicks out" mud or snow as tire revolves for a fresh bite every time!

NON-SKID TRACTION
Quieter running tread has hundreds of gripping skid-resistors that "bite" into wet surfaces.

save! Sno-Treads FULL 12-MONTH NATIONWIDE GUARANTEE

12⁸⁸* Fully guaranteed retreads made only from selected casings.
6.70-15, 7.50-14 blackwall

7.10-15 and 8.00-14 blackwalls.....**13.88***
7.60-15 and 8.50-14 blackwalls.....**14.88***

*Plus excise tax, no trade-in required



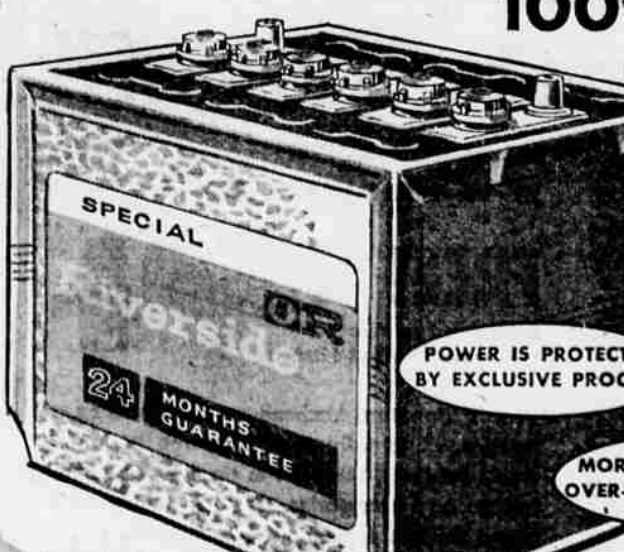
save! Air Cushions FULL 15-MONTH GUARANTEED NYLONS

11⁸⁸* Strong, 4-ply nylons! 7-row tread design gives quicker, safer stops.
6.70-15 tube-type black

6.70-15, 7.50-14 tubeless blackwall.....**13.88***
7.10-15, 8.00-14 tubeless blackwall.....**16.88***

*Plus excise tax and any old tire in trade.

100% power-packed batteries



- GUARANTEE**
1. AGAINST DEFECTS—full replacement within 90 days.
 2. TIME—against failure, prorated on months used.
 3. SATISFACTION—adjustment based on price before trade when returned.
 4. NATION-WIDE guarantee honored at all Ward stores.

**POWER IS PROTECTED
BY EXCLUSIVE PROCESS**

**MORE RESISTANCE TO
OVER-UNDER-CHARGING**

**MORE START POWER, LOWER COST
WITH DEPENDABLE RIVERSIDES**

FULLY GUARANTEED FOR 24 MONTHS

6-volt **8⁸⁸** 12-volt **11⁸⁸**
types 1, 2L With trade type 245 With trade

Riversides give you the instant starts and unflinching performance you demand. Wards exclusive "power-gard" coating adds life to your battery, protects against corrosion, "number one" battery killer. Buy Riverside, get everything you pay for... and more!

BATTERIES INSTALLED FREE

SATISFACTION GUARANTEED or your money back!