



MONEY-SAVING SPECIALS IN EVERY DEPARTMENT!

FESTIVAL

3-Way Traction!



Cross-ripes to reduce lateral skidding

Rugged sidewall buttresses for added pull-power

Extra-deep lugs for continuous power-traction

for "SURE-GO" in hub-deep snow
Riverside Power Grip NYLON

RUGGED
NYLON CORD
GUARANTEED
24 MONTHS

15⁸⁸**
6.70-15 tube-type black

Size	Tube-type blackwall	Size	Tubeless blackwall
		6.50/6.00-13	17.88**
		6.40/6.50-15	16.88**
6.70-15	15.88**	6.70-15 or 7.50-14	18.88**
7.10-15	18.88**	7.10-15 or 8.00-14	20.88**
7.60-15	21.88**	7.60-15 or 8.50-14	22.88**
8.00-15	23.88**	8.00-15 or 9.00-14	25.88**

Whitewall \$3 more!

**No Trade-in required. Plus excise tax.

RIVERSIDE NATIONWIDE 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. Nationwide service at all branches. Over 525 stores to serve you.
4. Satisfaction guaranteed. Adjustments based on sale price when returned.

SPECIAL!
WARDS SNO-TREAD
LOW AS 10⁸⁸**
7.50-14 blackwall
8.00-14 black ... 11.88**

**Plus excise tax. No trade-in required.

Air Cushion NYLON

10⁸⁸*
6.70-15 tube-type blackwall

GUARANTEED 15 MONTHS

Size	Tube-type blackwall	Size	Tubeless blackwall
6.70-15	10.88*	6.70-15 or 7.50-14	12.88*
7.10-15	12.88*	7.10-15 or 8.00-14	15.88*
7.60-15	15.88*	7.60-15	18.88*

Whitewall \$3 more!

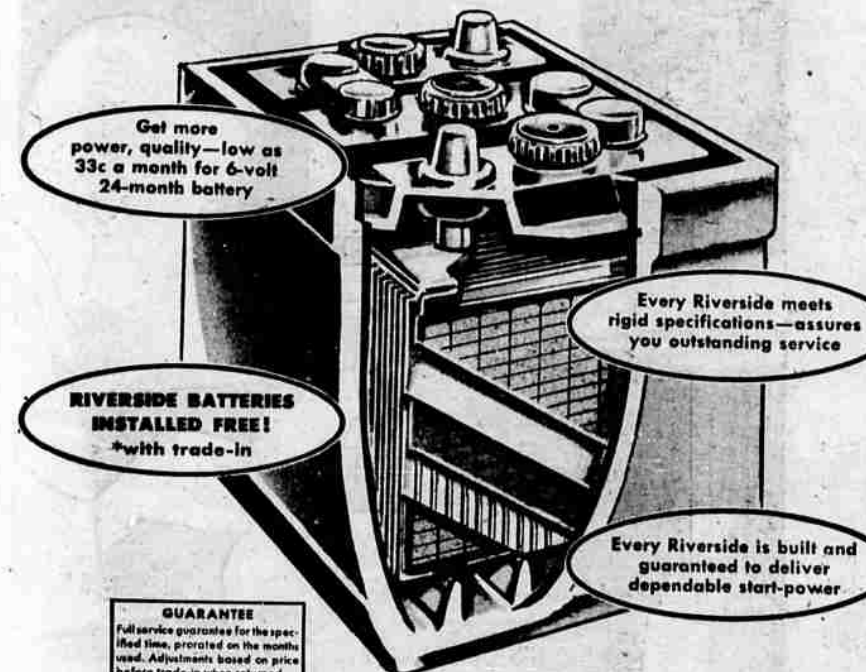
*All prices plus excise tax and your old tire.



OF VALUES

WARDS "FESTIVAL-OF-VALUES" EVENT
STARTS TUES., NOV. 7! SHOP EARLY FOR BEST
SELECTIONS—STOCK UP NOW FOR THE SEASON

Power built for "POWER-STARTS"



Get more power, quality—low as 33¢ a month for 6-volt 24-month battery

RIVERSIDE BATTERIES
INSTALLED FREE!
*with trade-in

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

Every Riverside meets rigid specifications—assures you outstanding service

Every Riverside is built and guaranteed to deliver dependable start-power

RIVERSIDE 24-MONTH SPECIAL

It costs just pennies a month for dependable, guaranteed start power. Here's the perfect, hi-capacity replacement battery for cars with standard equipment. See chart below.

6-VOLT

8⁸⁸*

12-VOLT

10⁸⁸*

RIVERSIDE BETTER START POWER

6-volt, guaranteed 30 months. More power and capacity. See chart below. **11⁸⁸***
12-volt, guaranteed 24 months. For heavy-duty operation. See chart below. **14⁸⁸***

Car Model	Special*	Better*	Car Model	Special*	Better*
Chev. '49-54	8.88	11.88	Pont. '55-61	10.88	14.88
'55-61	10.88	14.88	Dodge '49-55	8.88	11.88
Ford '33-53	8.88	11.88	'56-61	10.88	14.88
'56-61	10.88	14.88	Merc. '49-53	8.88	11.88
Plym. '28-55	8.88	11.88	'56-61	10.88	14.88
'56-61	10.88	14.88	Ramb. '56-61	10.88	14.88

WE CARRY FULL SELECTION OF BATTERIES FOR IMPORTED AND COMPACT CARS—AND AT LOW, LOW PRICES



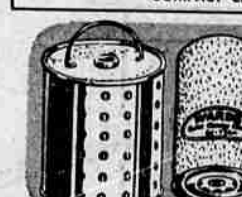
31" STARTER CABLE
Worn cables destroy battery efficiency. Heavy lead alloy. 6-12 volt. **1⁷⁷**



6-12 VOLT CHARGER
6-amp. rate, tapers to 3-amps. UL approved. Deluxe features. **18⁸⁸**



SALE! ALL-SEASON OIL
Service station quality. Handy 5-qt. pack. 10-qt. can . . . 3.68 **1⁹⁸**

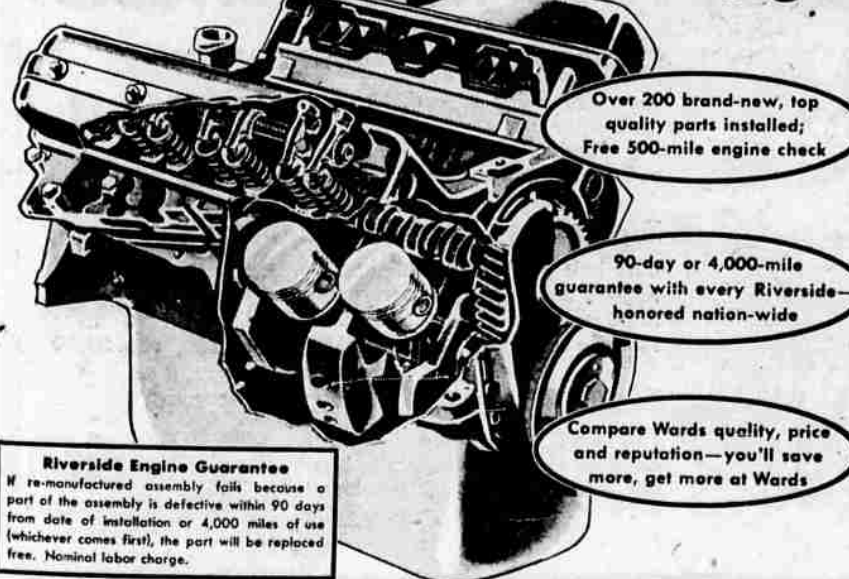


SALE! OIL FILTERS
Equals original equipment. Exact-replacement Spin-on type .1.66 **88¢**



QUALITY SPARK PLUG
Ends misfiring, fuel waste, gives quicker starts. Equal to original. **49¢**

100% re-manufactured, guaranteed "LIKE-NEW"



Over 200 brand-new, top quality parts installed; Free 500-mile engine check

90-day or 4,000-mile guarantee with every Riverside—honored nation-wide

Compare Wards quality, price and reputation—you'll save more, get more at Wards

Riverside Engine Guarantee
If re-manufactured assembly fails because a part of the assembly is defective within 90 days from date of installation or 4,000 miles of use (whichever comes first), the part will be replaced free. Nominal labor charge.

BEST ENGINE YOU CAN BUY! HERE'S WHY:

- Completely dismantled—all worn parts junked, others are cleaned and re-sized to original specifications; re-assembled by experts, tested for like-new performance.
- New parts include pistons, rings, pins, main and rod bearings, timing gear, bushings; other parts as required.

All the pep and power of a new car—that's the feeling you'll get after you've installed a like-new Riverside engine. Low-cost installation easily arranged—see us today.

CHEV. 6-CYL. 1942-57 **\$154***
*less head, with exc.

Dodge, Plym. 6, '46-56. With heads, plus exc. **\$179** Ford V8, 1949-53. **\$199***

WE CARRY A COMPLETE LINE OF AUTOMATIC AND MANUAL SHIFT TRANSMISSIONS



NO MONEY DOWN
when you buy on credit at Wards—open an account today!