

BUY FIRST BLACKWALL AT WARDS NO-TRADE-PRICE . . . GET

SECOND TIRE

\$5*
only

RIVERSIDE SAFETY NYLON GUARANTEED 21 MONTHS

4-ply Nylon—your best protection against blowouts! Full-depth tread has over 2400 traction edges to resist skidding. First in its class for tread-wear and overall performance in recent Texas tests!

SIZE	Buy 1st tire at NO-TRADE-IN PRICE below TUBELESS BLACKWALL	PRICE SECOND TIRE	SIZE	Buy 1st tire at NO-TRADE-IN PRICE below TUBE-TYPE BLACKWALL	PRICE SECOND TIRE
6.40-15	19.95*	\$5*	6.40-15	16.95*	\$5*
6.70-15 or 7.50-14	20.45*	\$5*	6.70-15	17.45*	\$5*
7.10-15 or 8.00-14	22.95*	\$5*	7.10-15	21.45*	\$5*
7.60-15	25.45*	\$5*	7.60-15	23.45*	\$5*
8.00/8.20-15	27.95*	\$5*	8.00/8.20-15	25.95*	\$5*

ADD \$3 MORE PER TIRE FOR WHITEWALLS. NO TRADE-IN REQUIRED!
*ALL PRICES PLUS EXCISE TAX

BEST BY TEST



RIVERSIDES TOPPED 4 LEADING BRANDS

In grueling Texas tests, Riverside tires competed against four leading brand tires. Riverside Safety Nylon and Nylon ST-107 outperformed all tires in their class!

RIVERSIDE NYLON ST-107

BUY FIRST BLACKWALL TIRE **\$8***
AT WARDS NO-TRADE-IN PRICE
... SECOND TIRE ONLY...

Best in its class for overall performance and safety! Built to outperform 1963 new-car tires! Full 4-ply Nylon cord body; wide, 7% deeper tread with over 3300 anti-skid tread edges.

Size (tubeless blackwall)	Wards No-trade-in price	2nd tire only	Size (tube-type blackwall)	Wards No-trade-in price	2nd tire only
6.00-13	20.75*	\$8*	6.40-15	20.75*	\$8*
6.50-13	22.75*	\$8*	6.70-15	21.75*	\$8*
6.70-13	25.75*	\$8*	7.10-15	23.45*	\$8*
7.50-14	29.75*	\$8*	7.60-15	27.45*	\$8*
7.10-15	27.75*	\$8*	8.00-15	30.75*	\$8*
8.00-14	29.75*	\$8*			
8.50-14	29.75*	\$8*			
8.00-13	33.45*	\$8*			
9.00-14	33.45*	\$8*			

\$3 more per whitewall. *All prices plus excise tax. NO TRADE-IN REQUIRED

NO MONEY DOWN! TIRES MOUNTED FREE!

WARD WEEK SALE

SEASON'S LOWEST PRICES
BIG EXCITING ASSORTMENT
SATISFACTION GUARANTEED

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. Nationwide service at all branches.
4. Satisfaction guaranteed nationwide. Adjustments based on sale price when returned.



27-MONTH GUARANTEE

**BUY WHAT YOU NEED NOW
WITHOUT WAITING . . . OPEN
A CHARGE ACCOUNT AT
WARDS TODAY . . .**

Shopping at Wards is quick and convenient, as well as thrifty! Just say "Charge It," to buy the things you need now. Pay in 30 days or extend your low payments over many months. Open an account today, in person or with the handy coupon below.

I AM INTERESTED IN OPENING A CREDIT ACCOUNT
NAME _____
ADDRESS _____
TOWN _____ PHONE _____
Mail to your nearest Ward Retail Store

SURE-FIRE START POWER!



Alum. oxide insulator cuts power leakage

Thermo-sealed shell prevents overheating

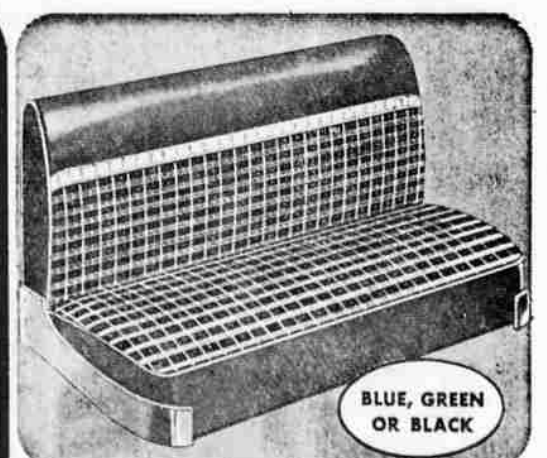
Electrode resists heat and corrosion

**LOW WARD WEEK PRICE
FOR RIVERSIDE PLUGS**

Only **44¢** Each

A Ward Week feature buy! Riverside spark plugs deliver a hotter spark for instant starts and sure-fire performance . . . no more mis-firing and wasted gas. Fit most cars. Shop at Wards . . . get a set for your car today!

SATISFACTION GUARANTEED!



BLUE, GREEN OR BLACK

THRIFT-PRICED! WOVEN PLASTIC SEAT COVERS

Rich coloring goes right through each man-made fiber. Tightly woven to take hard use . . . resists stains, fading. Fits most sedans without center arm rests.

16⁸⁸
INSTALLED FROM
REG. 18.95

NO MONEY DOWN WHEN YOU BUY ON CREDIT AT WARDS. SAVE NOW!