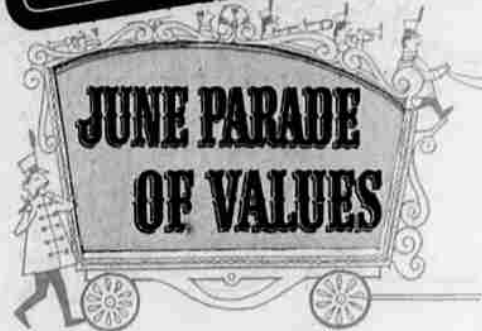


WARDS PRICES START LOW, STAY LOW. DURING JUNE PARADE SAVE EVEN MORE.



TIRE SALE

NO TRADE-IN REQUIRED

18-MONTH RIVERSIDE AIR CUSHION NYLON

10.66*

6.70-15 tube-type blackwall

Enjoy the blowout protection of 4-ply nylon at Wards extra-low bargain price... and no trade-in is needed! Air Cushion Nylon features multi-row tread that resists skidding, gives good traction. Special, compounded tread rubber delivers long, dependable mileage... smooth, quiet rides.

Size	Tube-Type Blackwall	Size	Tubeless Blackwall
6.70-15	10.66*	6.70-15 or 7.50-14	12.66*
7.10-15	13.66*		
7.60-15	15.66*	8.00-14	15.66*

Whitewalls only \$3 more per tire. *All Prices Plus Excise Tax No trade-in required

WARDS 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.



Seven rows of non skid blocks and ribs for traction

Your best value anywhere in an economy tire

WARDS WILL PAY YOU MINIMUM OF \$1 FOR EACH TIRE OFF YOUR CAR

21-MONTH SAFETY NYLON

12.66*

6.70-15 tube-type blackwall

Wider, deeper tread design delivers more miles of wear! Full 4 ply nylon body, over 2400 road-biting tread edges for better traction!

Tube-Type Blackwall	Sale Price	Tubeless Blackwall	Sale Price
6.40-15	11.66*	6.40-15	13.66*
6.70-15	12.66*	6.70-15	14.66*
7.10-15	15.66*	7.50-14	17.66*
7.60-15	18.66*	8.00-14	20.66*
8.00/8.20-15	21.66*	8.00/8.20-15	23.66*

*All Prices Plus Excise Tax—No trade-in required. Whitewalls \$3 more per tire

27-MONTH NYLON ST-107

16.66*

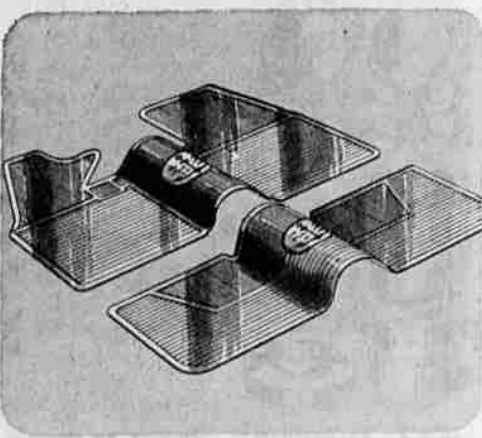
6.70-15 tube-type blackwall

Built to out-perform new car tires! Strong, 4-ply nylon cord body, 7% deeper tread, 3300 traction tread edges!

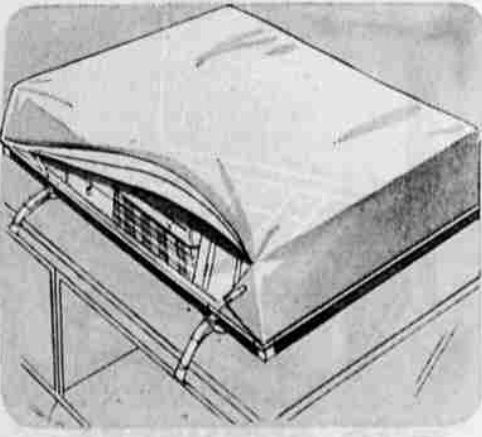
6.70-15 or 7.50-14 tubeless blackwall	19.66*	7.10-15 or 8.00-14 tubeless blackwall	21.66*
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*All Prices Plus Excise Tax—No trade-in Required. Whitewalls \$3 more per tire

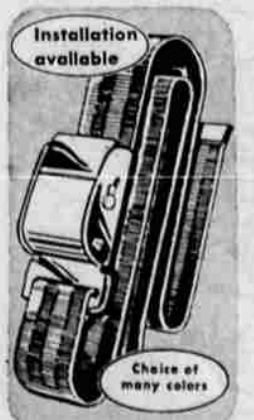
NO MONEY DOWN! FAST, FREE MOUNTING



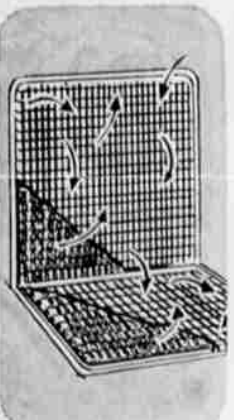
CLEAN NEW LOOK!
WARDS FRONT, REAR FLOOR MATS
 1-piece rubber protector mats for smart, door-to-door styling. Easy-to-clean rib design. Many colors. Front floor mat... 3.19
 Rear floor mat... 2.69
 SAVE 1.78
5.18 SET



WEATHER-TIGHT!
RIVERSIDE "TRAVELER" CARRIER
 Puts an end to small-trunk woes! Sits easily atop car—protects luggage in all weather. Gray vinyl plastic on contoured steel frame. With straps, 4 suction-cups.
34.99
 72 x 42 x 12 in.
NO MONEY DOWN



NYLON BELTS FOR DRIVING SAFETY!
 Exceeds S.A.E. specifications. Quick-action metal-to-metal buckles. Herringbone weave, in 6 soft colors.
4.44 Each



AIR-COOL WIRE SEAT CUSHION
 Inter-woven spring wire covered with durable woven fiber. Air circulates between driver and seat.
1.17

RIVERSIDE...BIG START POWER...SAVINGS!

SILVER COBALT IN PLATES PROTECT AGAINST OVERCHARGE, NO. 1 BATTERY KILLER



WARDS BEST 42 MO. SUPER POWER
18.99 with trade
 Greatest capacity of any Riverside battery! Gives extra start power, ... handles heavy electric loads.



30-MO. STANDARD
9.99 with trade
 Dependable performer, even in extreme heat. Plenty of reserve starting power.

36-MO. HEAVY-DUTY
14.99 with trade
 For modern cars with big electrical capacities! Reserve power for all climates.

INSTALLED FREE

Car Model	30 Month	36 Month	42 Month	Car Model	30 Month	36 Month	42 Month
Chevrolet	40.34	9.99	12.99	Plym. Dodge	58.63	12.99	14.99
Corvair	61.63	12.99	14.99	Pontiac	49.34	9.99	12.99
Ford	33.33	9.99	14.99	Temp. Chrysler	55.65	12.99	14.99
Mercury	49.23	9.99	14.99	Volvo	55.65	12.99	14.99
Ford, Merc. 28-63	14.99	17.99	21.99	Volvo	55.65	12.99	14.99

All prices with trade-in

STARTS WED., JUNE 12. NO MONEY DOWN ON ANY CREDIT PURCHASE AT WARDS.