

**MONTGOMERY
WARD**

FALL FESTIVAL SALE



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.

ANY SIZE-1 PRICE

**RIVERSIDE AIR CUSHION
MILEAGE ON A BUDGET!**

\$11* ANY
tube-type
blackwall
SIZES
6.70-15
7.10-15
7.60-15

Riverside tubeless blackwall tires in all 14" and 15" sizes available, only **\$13***
Whitewalls \$3 more.

Dependable tires at a low Ward price! You get a full four-ply nylon cord body—to resist flex and impact damage.

*Plus excise tax and tire off your car.

**WARDS SAFETY NYLON—
ROAD-BITING TRACTION!**

\$13* ANY
tube-type
blackwall
SIZES
6.40-15
6.70-15
7.10-15
7.60-15

Riverside tubeless blackwall tires in all 14" and 15" sizes available, only **\$15***
Whitewalls \$3 more.

Over 2400 gripping edges! Wide, deep tread design, plus low-profile stability and tough 4-ply nylon body.

*Plus excise tax and tire off your car.

**BUILT TO OUTPERFORM
NEW-CAR TIRES-ST-107**

\$16* ANY
tube-type
blackwall
SIZES
6.40-15
6.70-15
7.10-15
7.60-15

Riverside tubeless blackwall tires in all 13", 14" and 15" sizes available, only **\$18***
Whitewalls \$3 more.

Built with 4-ply nylon and 7% deeper tread to outperform new car tires! 3300 road gripping edges for traction.

*Plus excise tax and tire off your car.

SOME QUANTITIES LIMITED • FREE MOUNTING • NO MONEY DOWN

ALL NEW RIVERSIDE PREMIUM

GUARANTEED 36 MONTHS

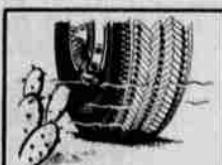
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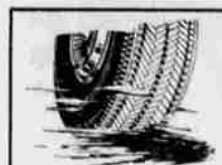
FIGHTS MOISTURE ROT
Nylon cord's waterproof filaments stop "cord-rot" caused by seepage into cuts in tire.



FIGHTS HEAT DAMAGE
4-ply nylon adds strength—heat-holding bulk—tires run cooler at high speeds.



RESISTS BRUISING
4-ply nylon cord fights blowouts from jarring road bumps; gives shock-absorbing toughness.



RESISTS FLEX-STRAIN
4-ply nylon has greater resiliency; prevents blowouts from constant tire flexing.

22.88*
6.70-15 or 7.50-14
tubeless blackwall

Join in Wards Fall Festival, roll out on the finest tires your money can buy! Premium delivers lower-cost per-mile than any other Riverside. You get the finest tire you can buy at about half the price of most premium tires, because Wards sells nationwide, directly to you. All new tires mounted free!

Premium Sizes	Tubeless Blackwall
6.70-15 or 7.50-14	22.88*
7.10-15 or 8.00-14	24.88*
7.60-15 or 8.50-14	26.88*
8.00/8.20-15 or 9.00-14	29.88*

*Plus excise tax and trade-in tire. Whitewalls, \$3 more per tire.

NO NEED TO WAIT WHEN YOU CAN USE WARDS CONVENIENT CHARG-*all* ACCOUNT