

WARD WEEK SALE

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ANY SIZE

ONE LOW PRICE

Riverside Highway or Snow Tires



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.

MONTGOMERY WARD

WHEN ALL AMERICA SHOPS AND SAVES

WARD WEEK SALE

Lowest prices of the season on everything you need. Hurry in and save!

18-MONTH AIR CUSHION

Riverside's thrifty, all new tire to deliver good mileage and traction at a budget-saving price. Built with 4-ply of tough nylon cord for strength, safety.

Tubeless blackwalls 6.70-15; 7.50-14; 8.00-14 '13*

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

\$11*

6.70-15
7.10-15
7.60-15
Tube-type blackwall

15-MONTH SNO-TREAD

For economical winter go-power you can't beat this rugged tread. Deep-cleated, tough new rubber is bonded over Wards carefully selected casings. Buy now!

*Plus excise tax and retreadable tire. Whitewalls only \$2 more per tire.

9.88*

7.50-14
8.00-14
8.50-14
Tubeless blackwalls

NYLON 64 OR SNO-GRIP GUARANTEED 24 MONTHS

TUBE-TYPE blackwall Nylon 64 Sizes: 6.70-15; 7.10-15; 7.60-15. Sno-Grip in 6.70-15 now one low Ward price...

\$13*

Any Tube-type size

TUBELESS black. NYLON 64: 6.70-15, 7.10-15, 7.60-15, 7.50-14, 8.00-14, 8.50-14. SNO-GRIP: 6.50-13, 7.50-14, 8.00-14.....

\$15*

*Plus excise tax and trade-in. Available Whitewalls \$3 more.

RIVERSIDE NYLON 64

Four plies of rugged nylon cord for strength; protection against impact, heat and moisture damage.

RIVERSIDE SNO-GRIP

Good traction power through mud and snow at a moderate price. Wide buttress tread for extra power.

ST-107 OR POWER GRIP GUARANTEED 27 MONTHS

TUBE-TYPE ST-107 and Power Grip in 6.40-13; 6.70-15; 7.10-15; 7.60-15 8.00/8.20-15 inch sizes one price...

\$17*

Any size Tube-type Blackwall

TUBELESS blackwalls in 13, 14 and 15-inch sizes to fit all standard and compacts, as well as most imports, now one price.....

\$20*

RIVERSIDE ST-107

The Parnelli Jones track-tested tire for comfortable, care-free miles of driving. Rugged 4-ply nylon body.

RIVERSIDE POWER GRIP

Wards finest snow tire. Self-cleaning tread built to deliver tremendous traction power.

*Plus excise tax and trade-in. Whitewalls where available \$3 more.



all season

all season

Riverside MOTOR OIL

ALL-SEASON OIL

FIRST 10-QT. CAN AT REG. PRICE, SECOND AT 50% OFF

TWO 10-QT. CANS **6.88**

1st 10-QT. CAN..... 4.59
REG. PRICE 2 CANS... 9.18

Riverside's All-Season oil—with Thermal Flow-Control—gives year 'round lubrication. Maintains easy flow in winter for quick starts, does not thin under summer's sun. Meets car makers 5 tests. API service MS, DG, 10W-30.

NO MONEY DOWN—FREE MOUNTING

THE BIG SALE YOU'VE BEEN WAITING FOR! CHECK ALL DEPARTMENTS