

**MONTGOMERY WARD** **SALE**

**PRICES SLASHED!**



**\$8\*** WHEN YOU BUY 1st NYLON 64 OR SNO-GRIP BLACKWALL AT NO TRADE-IN PRICE

**SECOND TIRE**

**SAVE 8<sup>95</sup> TO 16<sup>95</sup> ON 2<sup>ND</sup> TIRE GUARANTEED 24 MONTHS**

Get Riverside quality . . . Wards savings! Nylon 64 built with rugged 4-ply nylon for safe, dependable service. Sno-Grip made with extra, deep-cleated tread rubber for added traction power.

Tube-type sizes	Sno-Grip no-trade-in price	Nylon 64 no-trade-in price	2nd tire only	Tubeless sizes	Sno-Grip no-trade-in price	Nylon 64 no-trade-in price	2nd tire only
6.70-15	16.95*	17.95*	58*	6.50-13	17.43*	—	58*
				7.50-14	19.43*	19.95*	58*
7.10-15	—	19.95*	58*	6.70-13	—	19.95*	58*
				7.10-15	—	21.95*	58*
7.60-15	—	22.95*	58*	8.00-14	21.43*	21.95*	58*
				7.60-15	—	24.95*	58*

\*Plus tax. No-trade-in required. Available tubeless whitewalls \$3 more per tire.

**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.

**WHEELS—**  
**ANY SIZE, ONE PRICE!**  
**7<sup>95</sup>**  
 Make tire changing easier...buy Wards quality wheels for your snow tires!



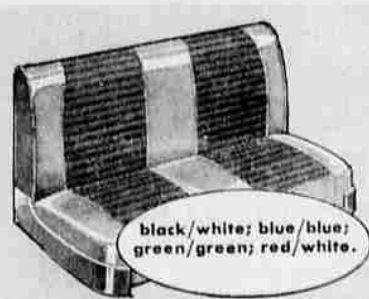
**SAVE 6<sup>30</sup> TO 12<sup>50</sup> ON 2<sup>ND</sup> TIRE**  
 WHEN YOU BUY 1st AIR CUSHION BLACKWALL AT NO TRADE-IN PRICE—SECOND TIRE ONLY **6<sup>95</sup>\*** GUARANTEED 18 MONTHS

4-ply nylon cord blowout protection. 7 rows, skid resistant tread for added stability, safety. Buy now . . . you'll save!

Tube-type Blackwall	No-trade-in Price	2nd tire Only	Tubeless Blackwall	No-trade-in Price	2nd tire Only
6.70-15	13.25*	6.95*	6.70-15	15.30*	6.95*
			7.50-14	—	—
7.10-15	16.35*	6.95*	—	—	—
7.60-15	18.45*	6.95*	8.00-14	19.40*	6.95*

\*Plus tax. No trade-in required. Whitewalls \$3 more per tire.

**NO MONEY DOWN! FREE MOUNTING!**

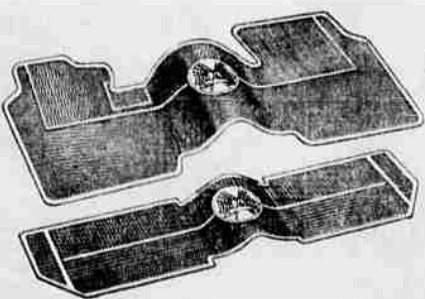


**DAYTONA "500"**  
**22<sup>99</sup>**  
 Deep-quilted vinyl plastic offers expensive look of leather . . . at Wards low price! Sport-car styling, channel quilting adds new car sparkle.  
**INSTALLED FREE**

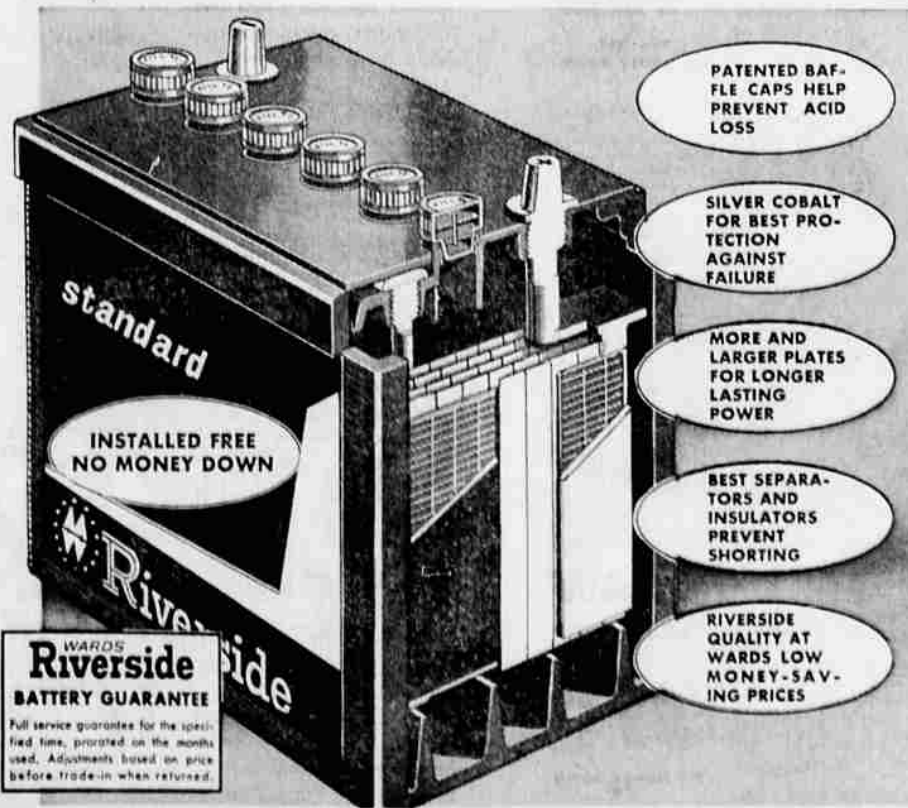
black/white; blue/blue; green/green; red/white.



**ALL-SEASON OIL**  
**1<sup>66</sup>**  
 Convenient 5-quart can. Riverside's finest oil meets car-makers 5 sequence test. API service class MS, DG. SAE 10W-30.



**RUBBER FLOOR MATS**  
**7<sup>88</sup>**  
**FRONT, REAR**  
 Durable, door-to-door mats provide maximum protection for your car rugs! Easily cleaned. Won't slip or slide underfoot. Available blue, red, green, brown, black, white.



**SURE STARTS! SALE PRICED! 5 REASONS WHY RIVERSIDES ARE YOUR BEST BATTERY BUY!**

**24-month Riverside Economy Battery . . .**

There's good reason to buy Wards Riverside batteries! Two years of dependable starting power plus Silver Cobalt coating protects larger plates for more reliable service life. Now it's yours for Wards budget price!

**LOW AS 7<sup>88</sup>**  
**6-volt with trade**

MAKE	YEAR	24-MONTH OUTRIGHT EXCH.	30-MONTH OUTRIGHT EXCH.	36-MONTH OUTRIGHT EXCH.
Chevrolet	40-54	11.95	7.88	14.95
Chevrolet	55-63	14.45	10.88	17.95
Corvair	60-63	—	—	17.95
Dodge, Plymouth	40-53	11.95	7.88	14.95
Dodge, Plymouth	56-63	14.45	10.88	17.95
Falcon, Comet	60-63	—	—	19.95
Ford, Mercury	40-53	11.95	7.88	14.95
Ford, Mercury	54-55	11.95	7.88	15.45
Ford, Mercury	56-63	15.45	12.88	19.95
Pontiac	40-54	11.88	7.88	15.45
Pontiac	55-63	—	—	19.95
Rambler	40-55	11.95	7.88	14.95
Rambler	56-63	14.45	11.88	17.95
Volkswagen	all	15.95	11.88	—

**30-MONTH RIVERSIDE STANDARD**

Better quality than most new-car batteries. Dependable long life service. Wards low price, low as

**10<sup>88</sup>**  
**6-volt with trade**

**36-MONTH HEAVY DUTY**

20% more capacity than new-car batteries for surer starts and longer life. Save at Wards! Low as

**12<sup>88</sup>**  
**6-volt with trade**

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

**USE WARDS CREDIT PLANS. PAY IN 30 DAYS OR EXTEND PAYMENTS IF YOU WISH.**