

# DAYS SALE

Use Wards CHARG-  
all plan—choose  
the monthly pay-  
ments to fit your  
budget!

buy first Nylon 64  
tubeless blackwall  
at Wards low price  
without trade . . .

**SPECIAL  
DIVIDEND  
OFFER**

**2<sup>ND</sup>  
TIRE ONLY**

**\$5\***

**WARDS  
Riverside  
4-SQUARE GUARANTEE**

For the quality of material and workmanship for the life of the original tread. Adjustment will be made in the event of wear based on the original tread.

Against road hazards (except punctures) provided for the period specified. Adjustment will be made in the event of wear based on the original tread.

For tread wear for the period specified. Adjustment will be based on some size and type, changing the original tread. This is a wear allowance. (Tread wear has to do with the condition of the tire.)

\*Exchange price is regular retail price plus Federal Excise Tax plus trade-in at time of return.

Riverside service and satisfaction guaranteed at all Ward branches.

**NYLON 64—GUARANTEED 27 MONTHS  
AGAINST TREAD WEAROUT—SAVE!**

- Rugged 4-ply nylon cord body for driving safety
- Tread contains RIV-SYN, Wards extra mileage producer
- Over 3000 traction edges prevent skids, insure stops

Cash-in on special savings during Wards Dividend Days Sale! Now you can get 27-month Riversides for much less than you would expect to pay for comparable 27-month tires! Nylon 64's are built to give you low-cost-per-mile driving safety. 4-ply nylon cord body gives protection against impact, flex strain, and moisture damage.

Tubeless Sizes	Price Without Trade, 1st Tire	2nd Tire Only \$5*
6.50-13	20.75*	
7.50-14	24.95*	
6.70-15	24.95*	
8.00-14	26.95*	
7.10-15	26.95*	
8.50-14	29.95*	
7.60-15	29.95*	

\*Plus excise tax. No trade-in required.

**PLUS  
WHITEWALLS  
\$1 MORE  
THAN SALE-PRICED  
BLACKWALLS**



like  
comfort?

...then call  
Wards from home

No need to battle wintry winds or inclement weather when you have our "store" in your home. Leaf through the value-packed pages of any Ward Catalog or Sale Book . . . select the items you want . . . then call Wards Catalog Department. It's just that easy . . . try it!

## Heavy Service Nylon Truck Tire



**DIVIDEND!  
TUBES**

**\$1\***

with purchase of  
any Heavy Service  
Nylon listed

**RELIABLE LOW-  
COST SERVICE!**

**12.88\***  
6.00-16  
6-ply rating

6.70-15, 6-ply rating . . . **13.88\***

6.50-16, 6-ply rating . . . **14.88\***

7.00-15, 6-ply rating . . . **16.88\***

\*Plus excise tax.

Truckers . . . here's a real budget buy! Riverside Heavy Service Nylon tires, with six-ply rated strength, will give you good service at a very low cost. They're ideal for local delivery or farm use. Rugged nylon cord body absorbs high impact, protects against flex-damage, resists heat and moisture.

**NO MONEY DOWN!  
FREE MOUNTING!**