

**MONTGOMERY
WARD**

**SALE ENDS
SATURDAY, NOV. 23**

THE UNIQUE GLASBELT

SECOND TIRE

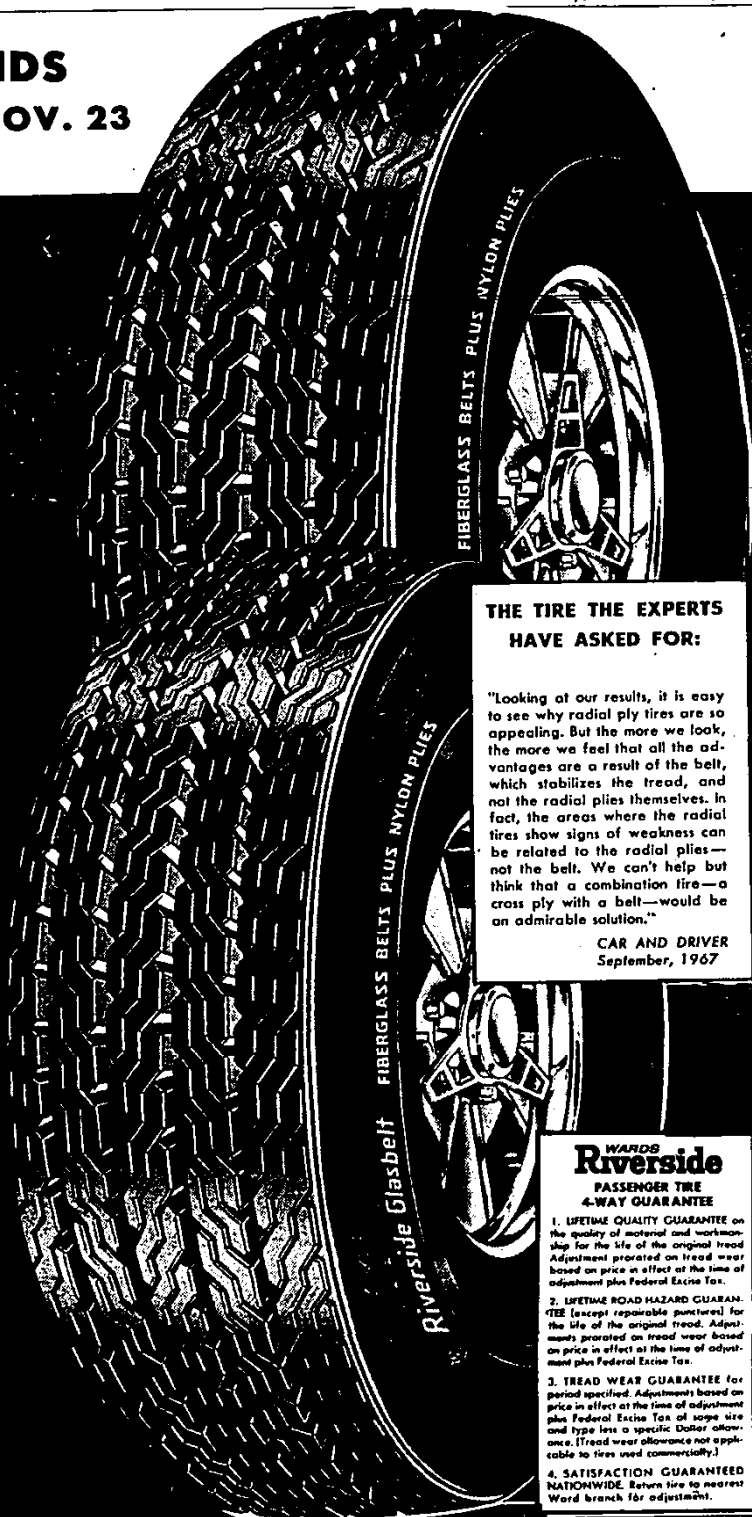
1 1/2 PRICE
LOW AS **\$10*** With first 6.50-13 blackwall at reg. price plus 1.81 F.E.T. each.

2 fiber glass belts with tensile strength greater than steel. Tread doesn't squirm like it does on ordinary tires. So it wears longer, gives better traction.

2 nylon cord plies Cross plies, not radial, for more stability. Plus, nothing resists heat build-up, impact, moisture damage or flex-fatigue like nylon.

TUBELESS BLACKWALL SIZES	1ST TIRE REG. PRICE EACH	SECOND TIRE EACH	PLUS F.E.T. EACH
6.50-13	\$20*	\$10.00*	1.81
7.75/7.50-14	\$25*	\$12.50*	2.19
7.75/6.70-15			2.21
8.25/8.00-14	\$27*	\$13.50*	2.35
8.15/7.10-15			2.36
8.55/8.50-14	\$29*	\$14.50*	2.56
8.45/7.60-15			2.54

*With trade in tire off your car. Whitewalls \$3 more each.



THE TIRE THE EXPERTS HAVE ASKED FOR:

"Looking at our results, it is easy to see why radial ply tires are so appealing. But the more we look, the more we feel that all the advantages are a result of the belt, which stabilizes the tread, and not the radial plies themselves. In fact, the areas where the radial tires show signs of weakness can be related to the radial plies—not the belt. We can't help but think that a combination tire—a cross ply with a belt—would be an admirable solution."

CAR AND DRIVER
September, 1967

WARDS Riverside PASSENGER TIRE 4-WAY GUARANTEE

1. LIFETIME QUALITY GUARANTEE on the quality of material and workmanship for the life of the original tread. Adjustment permitted on tread wear based on price in effect at the time of adjustment plus Federal Excise Tax.
2. LIFETIME ROAD HAZARD GUARANTEE (except repairable punctures) for the life of the original tread. Adjustment permitted on tread wear based on price in effect at the time of adjustment plus Federal Excise Tax.
3. TREAD WEAR GUARANTEE for period specified. Adjustments based on price in effect at the time of adjustment plus Federal Excise Tax of same size and type less a specific Dollar allowance. (Tread wear allowance not applicable to tires used commercially.)
4. SATISFACTION GUARANTEED NATIONWIDE. Return tire to nearest Ward branch for adjustment.

**STUDD
SNOW
TIRE
SALE**

**POWER-GRIP
WIDE TRACK
WITH STUDS \$1**

More than reg. price of tire without studs

**POWER-GRIP
POLYESTER
WITH STUDS \$2**

More than reg. price of tire without studs

**RIVERSIDE
SNO-GRIP
WITH STUDS \$3**

More than reg. price of tire without studs

**RIVERSIDE
SNO-TREAD
WITH STUDS \$4**

More than reg. price of tire without studs

**POWER-GRIP
HEAVY SERVICE
WITH STUDS \$2**

More than reg. price of tire without studs