



# MONTGOMERY WARD

**SALE STORE HOURS:** THURSDAY 9:30 AM to 9:00 PM; FRIDAY 9:30 AM to 9:00 PM; SATURDAY 9:30 AM to 5:30 PM.

**FREE BUS RIDES TO WARDS THURSDAY - FRIDAY -- SATURDAY.**

## auto service center

**your "one-stop" for complete car service and parts**

**FREE ROAD GUIDE**

Riverside 48-page North American road guides given away. First come, first served—limited quantity. USA, Mexico, Canada, Alaska, Hawaii. Park information, travel tips.



- Batteries installed\*
  - Tires expertly mounted\*
  - Seat covers professionally installed\*
- \*Installation included in Wards low prices.

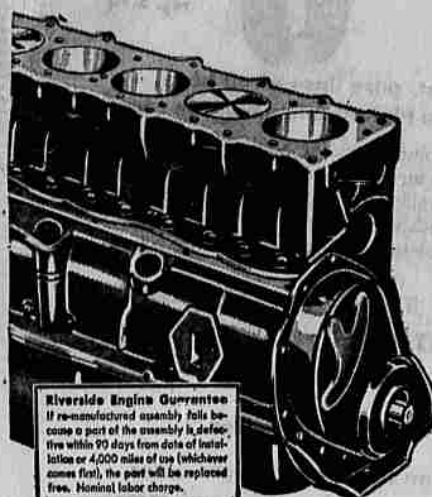


- Wheel balancing
- 24 hour road service (All type trucks)
- Complete truck "Flat Repair" service.



- Installation available for all parts (mufflers, tailpipes, rebuilt engines, etc.)
- Expert lubrication and oil change.

**Power! New performance**  
**100% REBUILT ENGINES**



**\$144**

Chevy '55-57 less head with exchange  
**\$164\*** **\$194\***  
Dodge, Plym 6, Ford V-8 '46-'55 '55-'58

- Over 200 new parts installed
- Guar. 90 days, 4,000 miles.

Free 500-mi. check. Thoroughly tested. Get 'new pep' and power. No money down.

**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.



NO TRADE-IN REQUIRED  
**FAST FREE MOUNTING**

**Riverside**  
**NYLON ST-107**

**buy first tire at Wards**  
**no-trade-in price—get**  
**second tire as low as...**

**27**  
**\$7**

**MONTH**  
**GUARANTEE**  
**AGAINST**  
**ROAD HAZARDS**

6.00-13 tubeless blackwall plus excise tax

Better than 1962 new-car tires, yet cost you less! Built with 4 full plies of tough Nylon Cord for greater blowout protection, greater tire strength. Wide, 7% deeper tread has over 3300 road - gripping edges for surer starts, safer stops under all types of road conditions.

| SIZE    | Buy 1st tire at NO-TRADE-IN PRICE below tubeless blackwall | SPECIAL PRICE FOR SECOND TIRE | SIZE    | Buy 1st tire at NO-TRADE-IN PRICE below tube-type blackwall | SPECIAL PRICE FOR SECOND TIRE |
|---------|------------------------------------------------------------|-------------------------------|---------|-------------------------------------------------------------|-------------------------------|
| 6.00-13 | \$19.95                                                    | \$7.00                        | 6.40-15 | \$19.95                                                     | \$7.00                        |
| 6.50-13 | 21.95                                                      | 8.00                          | 6.70-15 | 20.95                                                       | 8.00                          |
| 6.70-15 | 24.95                                                      | 10.00                         | 7.10-15 | 24.75                                                       | 10.00                         |
| 7.50-14 | 26.95                                                      | 11.50                         | 7.60-15 | 26.75                                                       | 11.50                         |
| 7.10-15 | 28.95                                                      | 13.00                         | 8.00-15 | 29.95                                                       | 13.00                         |
| 8.00-14 | 32.45                                                      | 15.00                         |         |                                                             |                               |

All Prices plus excise tax.

Add \$3 per tire for whitewalls

**DELUXE ALL-RUBBER FRONT AND REAR FLOOR MATS**

**\$788**  
**SET**

Extra rugged, long-wearing with handsome motif. Choice of several popular colors. Fits most cars.

**instant "power-starts"**  
**2-YR. GUARANTEE**

**Riverside Batteries**

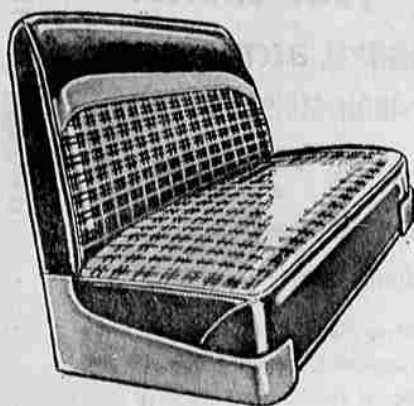
**6.99** **9.99**

6-volt with trade 12-volt with trade  
Chevy '40-54 Ford '49-53 Plym. '48-53 Dodge '49-55  
Chevy '55-61 Plym. '56-61 Pont. '55-61 Dodge, Ramb. '56-61

Split-second ignition... plus dependable service. "Power-Gard" coating gives you protection against over and under charging. Outstanding value!



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



**Body Cloth Seat Covers**

Regularly 26.95 **\$18.88**

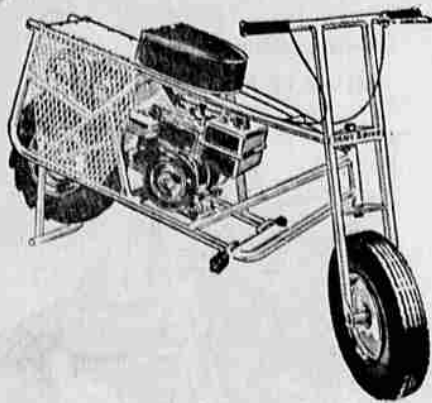
Durability and beauty at an economy price! Bright new styles for real 'dress-up' appearance. Won't fade, resists stains. Cushion skirts and backs of leatherette. Several colors.



**Riverside Motor oil**

**5-Qts. Heavy-Duty Vitalized**  
Recommended for all engines, climates. Detergent.

Reg. 1.80 **1.33**  
**10-QUART VITALIZED CAN** Reg. 3.39 **2.33**



**sporting sensation!**  
**3-HP TRAIL BIKE FOR WORK or FUN**

Takes outdoorsmen off the beaten path where hunting and fishing are at their best! Briggs and Stratton engine, automatic transmission. See it today!

**277**

Reg. 299.50

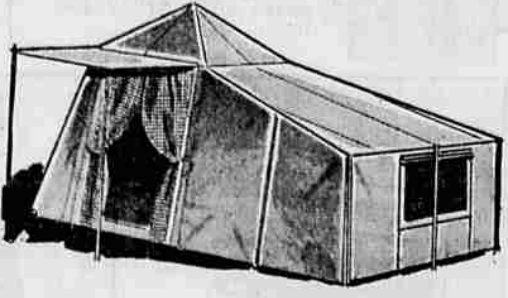


**REGULARLY 34.95**  
**BOY'S OR GIRL'S HERCULES BIKE**

Fine English craftsmanship with safe pedal braking! 26-in. size in red for girls, blue for boys. Full-length protective guard on both models.

**26.88**

Regularly 34.95

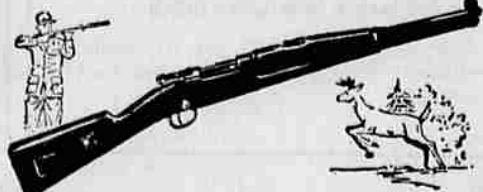


**12 x 9' side room tent**  
**WITH METAL POLE ASSEMBLY!**

you get 108-sq. ft. of unobstructed floor space! Deluxe features include screened window and door. Room for the entire family.

**38.88**

REG. 49.95

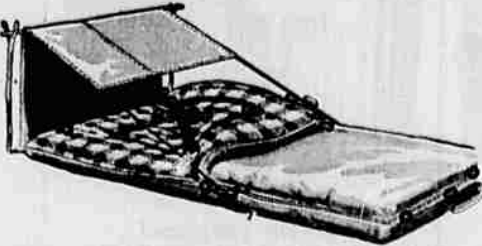


**GERMAN MAUSER RIFLE**

5-Shot rifle shoots big-game 7.65 mm cartridges, features adjustable sights. European Walnut Stock.

**17.88**

special purchase



**sleeping bag special**  
**ALL THE MOST-WANTED FEATURES**

Big 36x81" size with 4-lbs. of Dacron fill; flannel lining; 100" separating zipper.

**13.88**  
Reg. 18.95

**SATISFACTION GUARANTEED or your money back! Wards policy since 1872** **NO MONEY DOWN** when you "Charge it" at Wards