

Montgomery Ward

155 N. Liberty

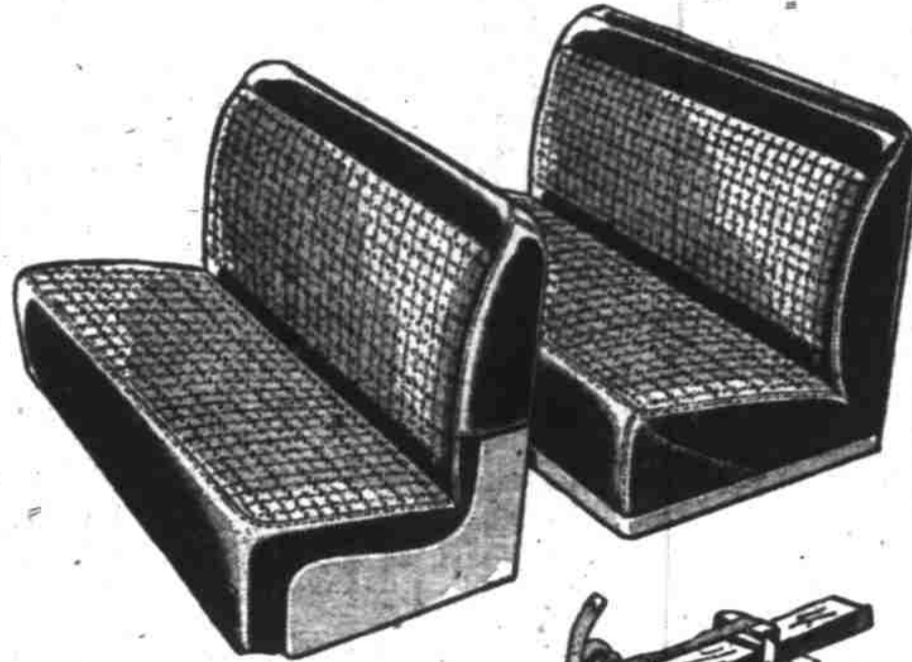
Telephone 3194

Shop Til
9 P. M.
Friday
Nite

PRE-FOURTH SALE!

SALE! FIBER SEAT COVERS

Installed **13.88** Sedans
High in quality! Low in price! Get a set for your car today! Smart plaid patterns in fiber and heavy cloth... harmonize with the interior of your car for a "tailor made" look. Elastic inserts for smooth fit! Sale ends Saturday!



SALE! AUTO TOP CARRIER

4.88

Carries a boat, ladders, or loads up to 300 lbs! Straps and 4 oversize suction cups hold it firmly to car top. Easy to take on, off!

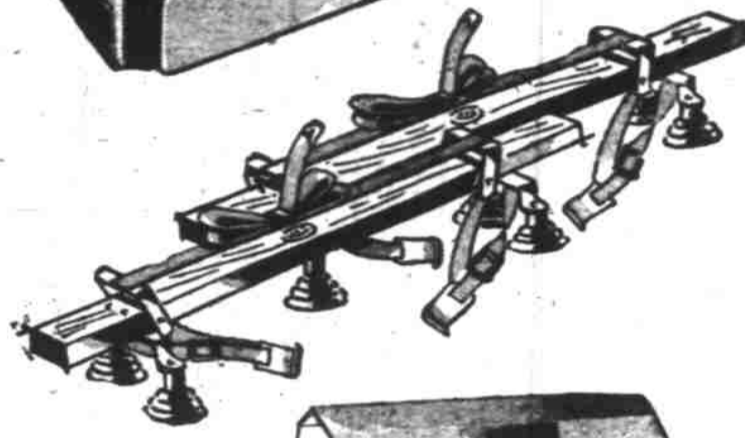
Reg. 6.10.

SALE! VITALIZED MOTOR OIL

1.19

Five, 1-qt. cans in handy container at this low price! Why pay 35c a qt. for oil... stock up with Vitalized at this sale... none finer! Vitalized keeps your motor clean, cuts wear!

Reg. 1.45.



MAKE YOURS A SAFE FOURTH ON RIVERSIDES! DON'T RISK DANGEROUS TIRES!

"TRAIL BLAZER" ... GOOD QUALITY! **9.85**

Made of only 1st quality materials for safe, dependable service! Here's a good quality tire at a low Sale Price... Buy a set now and Save Money!

Generous Trade-in Allowance for Your Old Tires!

"WARDS RIVERSIDE" A FIRST QUALITY TIRE! **11.75**

Built throughout of 1st quality materials to 1st quality specifications! A real first quality tire at a low Sale Price... Buy Wards Riverside!

Generous Trade-in Allowance for Your Old Tires!

"RIVERSIDE DELUXE" PREMIUM QUALITY! **12.95**

A premium quality tire with an extra-strength carcass! Broad, flat, multi-row tread gives longer, safer service! Buy premium quality Deluxe! Save!

Generous Trade-in Allowance for Your Old Tires!

SIZE	Trail Blazer*	Riverside*	Deluxe*
4.40 4.50-21....	9.65	11.10
4.75 5.00-19....	9.85	11.10
5.25 5.50-18....	10.25	12.10
5.25 5.50-17....	10.45	11.95
6.00-16.....	9.85	11.75	12.95
6.25 6.50-16....	11.90	14.25	15.70
7.00-16.....	16.40	18.15
7.00-15.....	15.95	17.65

*Federal Tax Extra



1:50 A WEEK BUYS 4 TIRES ON TERMS!

FUN FOR THE 4th

EVERYTHING FOR THE BIG HOLIDAY FOR LESS!

REDUCED NOW! 5 H.P. "SEA KING" OUTBOARD MOTOR

117⁸⁸

O.B.C. rated at 4000 rpm.

Power! Performance! Economy! Yours with the peppy new DeLuxe Twin. Develops speeds up to 14 m.p.h., yet slow trolls without a sputter. Simple controls, propeller clutch, full reverse.

Reg. 129.50.

TRUE TEMPER CASTING ROD

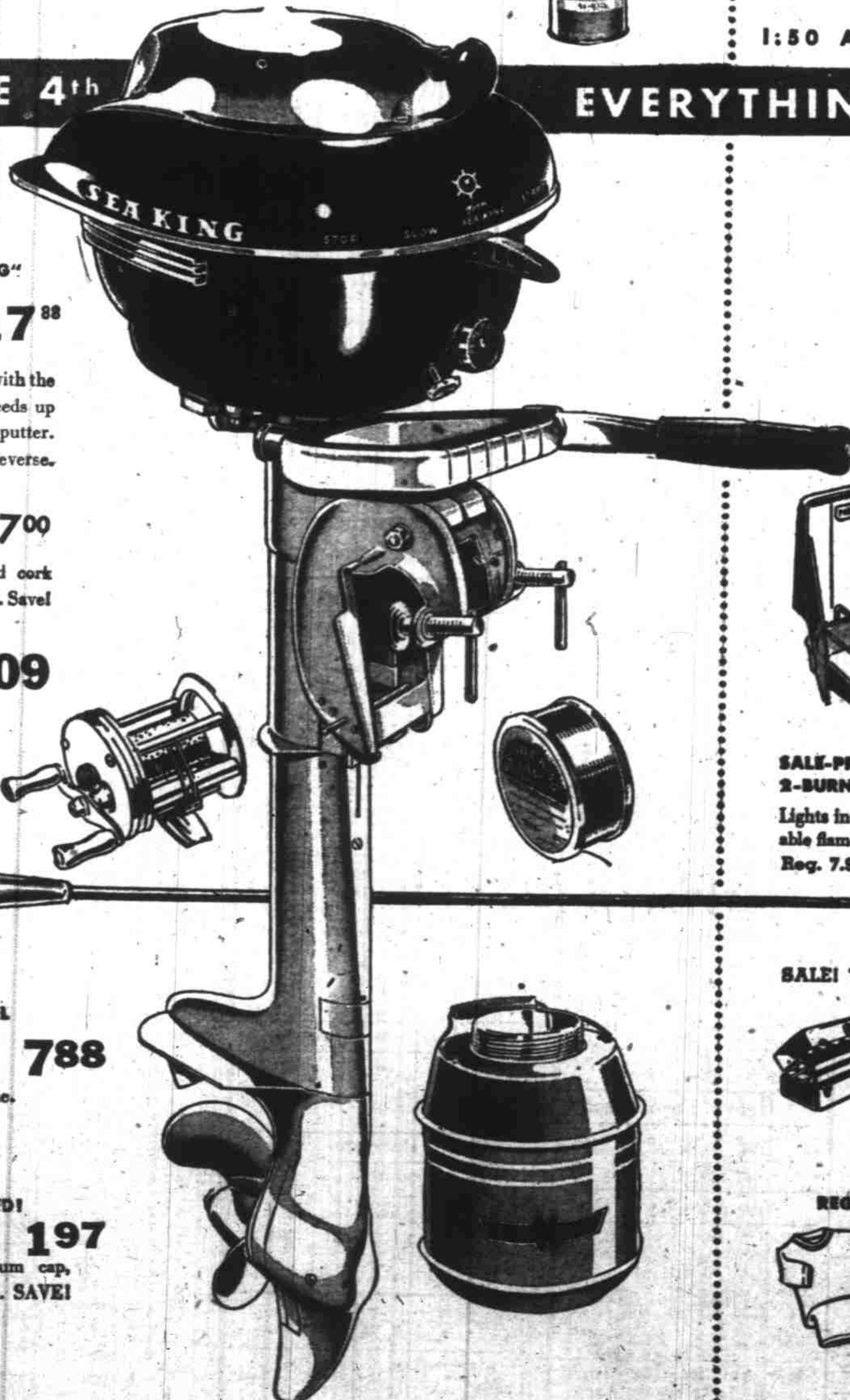
700

One piece solid steel with cadmium finish. Aluminum offset handle, shaped cork lower grip. Thumb locking plate reel seat. Save!

REG. 1.29 SILK LINE REDUCED!

1.09

Black waterproofed 20-lb. test line.



SALE! SPORT KING CASTING REEL

788

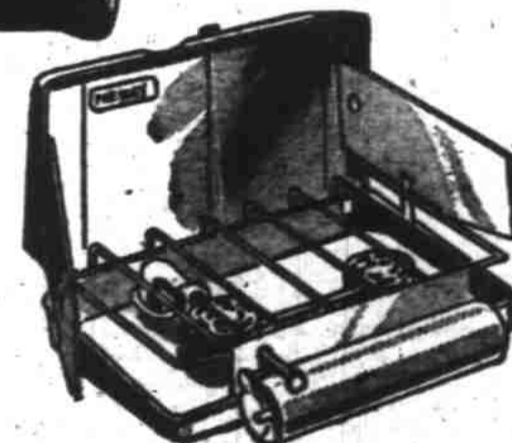
Chrome plated brass. With level winding device. Aluminum spool, cork arbor. Holds 50 yds. of 15 lb. test line. Reg. 8.95.

REG. 2.39 CAMP JUG SALE-PRICED!

197

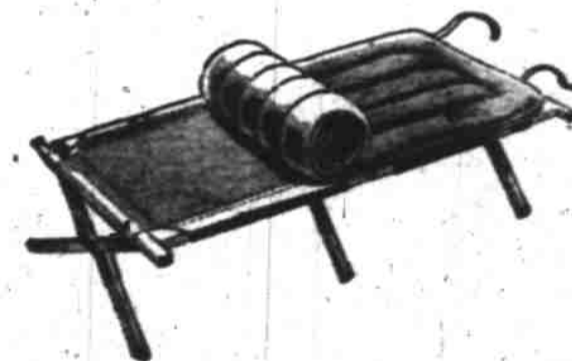
One gallon capacity. Keeps beverages cool and refreshing. Aluminum cap, wockery liner. Metallic green finish. SAVE!

Yes, Wards Sports Shop has everything you need to make it the biggest and best 4th you've ever spent! Wards sports needs will bring many happy, healthful hours to you picnickers and campers, you fishermen and golfers, tennis, softball and croquet enthusiasts. Come in today... you'll find that outdoor FUN for everyone costs less at Wards.



SALE-PRICED NOW! 2-BURNER CAMP STOVE **697**

Lights instantly... gives steady dependable flame. Tank holds 1 1/4 pts. gasoline. Reg. 7.95.



SALE! FOLDING CAMP COTS **466**

Army duck with stitched securely bartacked seams. Reinforced legs, rails. Reg. 5.69



REG. 5.95 TENNIS RACKETS REDUCED! **477**

Laminated ash frame, throat overlay.

SALE! TWO TRAY TACKLE BOX **1.99**

Cantilever trays lift into position when lid is raised. Size 15 x 6 1/4 x 6 1/4 inches. Reg. 2.45.

REG. 79c T-SHIRTS REDUCED **67c**

Comfortable, absorbent, full cut. Made of combed white cotton yarn. Quarter sleeves.

.22 CALIBER SHORTS

Box of 50 **30c**



They're Federal Hi-Power! Accurate hard-hitting cartridges... ideal for small game. Reg. 35c.

PINT THERMOS BOTTLE **1.17**

Keeps beverages hot or cold longer. Sanitary glass filler, plastic drinking cup-cap. Save! Reg. 1.39.

SALE! BIKE TIRE AND TUBE **1.59**

Reg. 1.99. Wards Riverside Metal 2-ply cord fabric protects against leaks. Bike Tube... 89c



4-BALL CROQUET SET SALE **3.33**

Includes pro-style mallets, 3-3/4 inch maple balls, steel arches, heavy wood stakes. Reg. 3.85.

