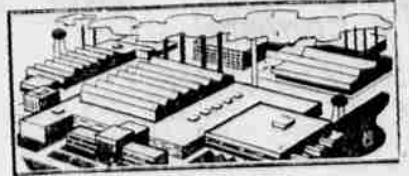




# PROGRESS



Since 1945, Ward Motor Co. Has Continued to Grow and Prosper with Bend and Deschutes County. With FLOYD HOLT and DOUG WARD in charge of Sales, we can serve you Better Than Ever!



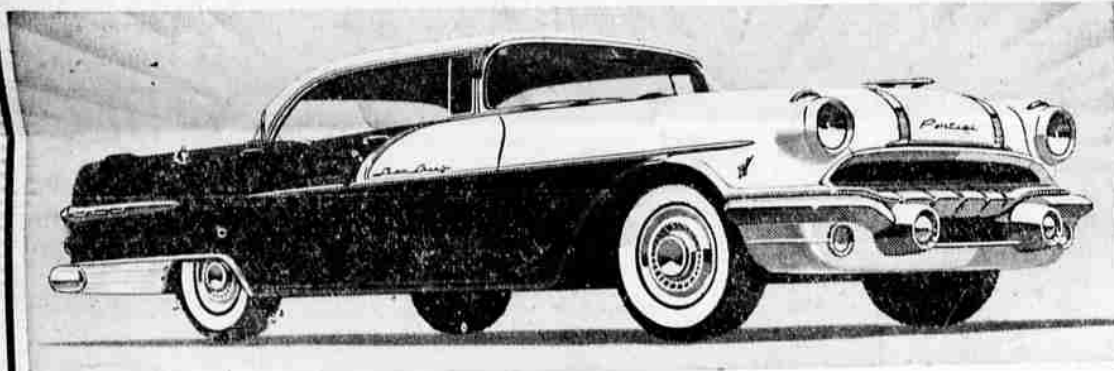
FLOYD HOLT



DOUG WARD

The Friendly Home of Ward Motor Co.  
1008 Bond St. Bend, Oregon Phone 1595

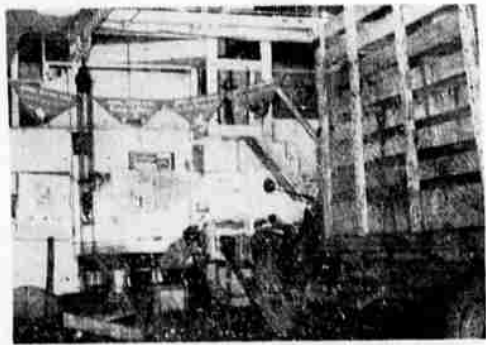
## Central Oregon's Headquarters for PONTIAC & GMC Sales & Service



THE CAR THAT BEAT THE WORLD'S LONG DISTANCE SPEED MARK! Earlier this year, Ab. Jenkins, driving a 1956 Pontiac, beat the Worlds Stock car speed mark with continuous driving for 24 hours at Salt Lake's Salt Flats. He drove it 2841 miles!



LOW COST GMC OWNERSHIP! With its new high-ratio cruising axle, a Blue Chip GMC pickup now gives you up to 17.8% better gas mileage. The operation and maintenance savings of Blue Chip features can bring the over-all cost of a half-ton GMC down to the level of, or below, the cheapest stripped-model truck on the market.



### Gas & Diesel Truck Shop

This is the only exclusive "Truck Shop" in Central Oregon! It is equipped with all the finest machinery and tools necessary to take care of all gas and diesel truck problems—from minor repairs to complete re-building. Two of the finest "TRUCK" technicians in the Northwest (Charley Gienty and Luke Pelham) are on hand at all times to give you the best possible service.

We maintain day and night wrecker service, and the wrecker is driven by an expert mechanic in order to give you "on the spot" repairs.

## Ward Motor Company's Used Car Lot



We pledge to give you the best for your money! All of our cars will be completely checked over, and you can depend on what we tell you about them. If a '53 model car is priced lower than a '51 model, you can be assured that the '51 is worth more! See us for the HIGHEST TRADE-INS.



### Mechanical Shop

Our mechanical shop is second to none in Central Oregon! We have the finest and most complete equipment available, and our "factory trained" technicians are the finest in the North West. For complete and thorough automotive repairing, we can serve you best!



### Paint & Body Shop

Our latest equipment and most experienced personell enables us to live up to our reputation of maintaining this area's "Auto Beauty Shop".

# WARD MOTOR CO.

Bond at Oregon

Pontiac - GMC

Phone 1595