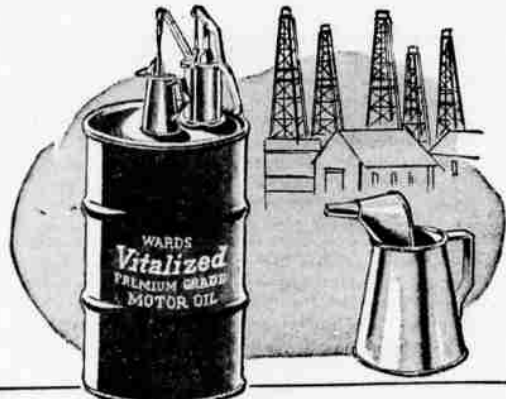


# Montgomery Ward

155 N. Liberty

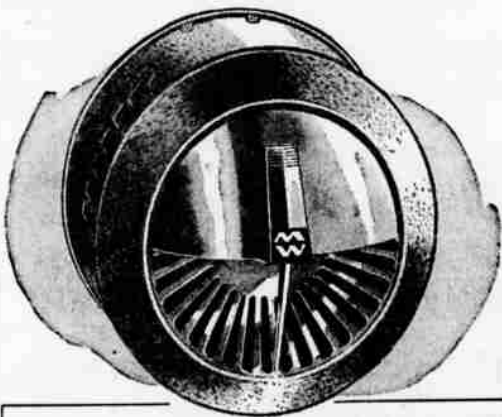
Phone 3-3191

# pre-winter AUTO NEEDS SALE!



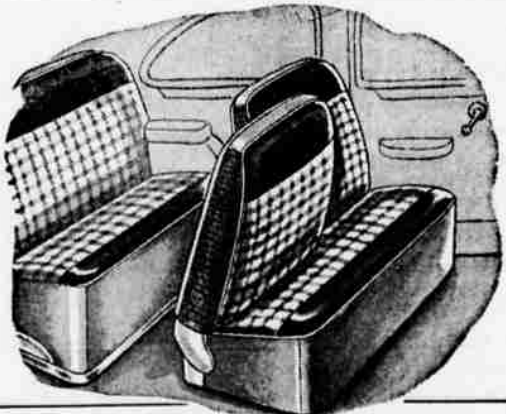
### WARDS VITALIZED MOTOR OIL SALE!

Why pay 40¢ a qt. for oil . . . stock up with Vitalized! Premium grade. **17¢ qt.** It cleans your motor of sludge, carbon! In your container. \*Fed. tax incl.



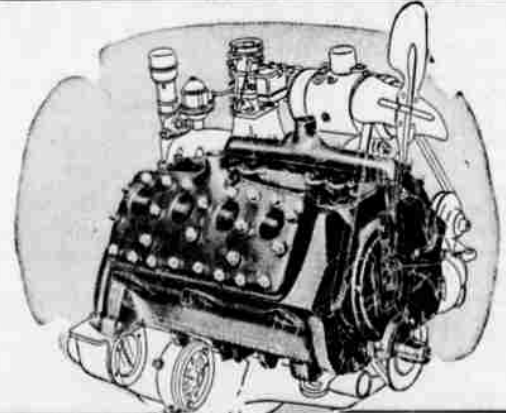
### WARDS MASTER QUALITY HEATER

Hot water auto heater heats quickly—gives fast flow of hot air for efficient heating, defrosting. Beautiful hammerloid finish with chrome trim! Switch included. Fits all cars! **18<sup>45</sup>**



### WARDS BEST COVERS INSTALLED FREE!

Smart plaid patterns—your choice of colors: Blue, Green, Maroon. Smooth, fade and soil resistant fiber! Save, now! **15<sup>45</sup>**  
• Coupes 7.95 • Front Seats 8.95



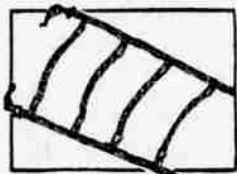
### THIS WEEK ONLY! INSTALLATION SPECIAL!

Buy your Ward rebuilt Ford, Chevrolet, Plymouth or Dodge motor new at a **NEW LOW PRICE** and have it installed for only **\$9.88!** Liberal trade-in! New motor guarantee! **9.88**



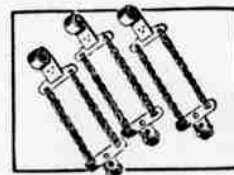
### WARDS RIVERSIDES SPARK PLUGS

Installed Free, ea. **43c**  
Riverside plugs pay for themselves in gas savings! Made to last longer without adjustment!



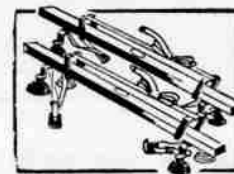
### SAVE ON STEEL AUTO TIRE CHAINS!

Pair **8<sup>90</sup> up**  
Case hardened high carbon steel chains pull you through snow and mud! Buy at Wards low price!



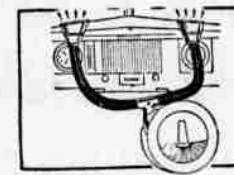
### EMERGENCY STRAP-ON TIRE CHAINS

each **85c up**  
Quickly and easily fastened to wheels. Fits most cars with 5.00 to 6.50 tires. Buy a set of six!



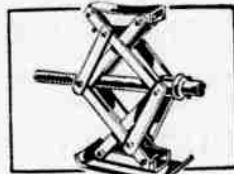
### HANDY CAR TOP CARRIER

Buy your now! **6<sup>89</sup>**  
Clamps and big suction cups anchor carrier securely! Hauls lumber, ladders, or boats!



### WARDS AUTO HEATER DEFROSTER KIT

Complete **3<sup>95</sup> up**  
All necessary fittings to direct hot air from heater to windshield for quick, sure defrosting!



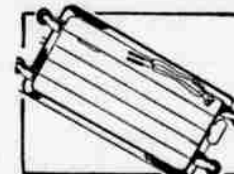
### 1 1/2-TON SCISSORS AUTO JACK

Fits all cars **4<sup>98</sup>**  
Lifting range 4 1/2" to 14 1/2". Ball bearing thrust action gives effortless lifting. Top can't slip!



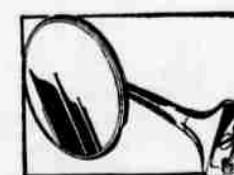
### WARDS RUBBER FLOOR MAT

**3<sup>10</sup> up**  
Wards mats for all popular cars last longer—cost less! Easily installed. Get Wards low price!



### ELECTRIC WINDOW DEFROSTER

**2<sup>65</sup>**  
8 x 16 in.  
Melts sleet on outside of windshield—keeps inside clear of frost and steam. Easily installed.



### HANDY DOOR EDGE MIRROR

**1<sup>65</sup>**  
Large 4" round mirror. Adjustable head. Fits either side of car! Chrome plated. Save now!



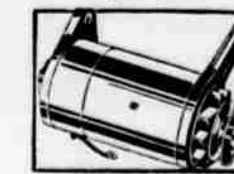
### POWERFUL CHROME SPOTLIGHT

**11<sup>95</sup>**  
Throws beam 1500'! Makes fast night driving safer! Left or right side mounting. Legal, all states.



### FOG LIGHT FOR SAFE DRIVING

each **4<sup>39</sup>**  
Piercing, powerful light cuts rain, snow, fog! Chrome plated. Adjustable—fits all cars.



### LIKE-NEW REBUILT GENERATOR

Exch. price **8<sup>95</sup> up**  
Completely rebuilt generator guaranteed to give top performance! Keeps battery charged!

Sale Ends Saturday!

# Riverside Tires Reduced!

"COLD RUBBER" RIVERSIDES... Wear Longer Than Ever!

### TRAIL BLAZERS—SAVE WITH SAFETY

Wards low-priced quality tire now even lower priced during this sale! "Cold rubber" added for longer wear. Every ounce first quality materials to provide real safety! You can depend on Trail Blazer to give safer... low-cost performance. At this low sale price you save plenty!

### WARDS RIVERSIDE—FIRST QUALITY

WARDS RIVERSIDE is a really great first quality tire! First quality in every way—first quality in tread depth and width—in cross-section and size! Wears longer with "cold rubber!" Compare before you buy! But compare Riverside only with the best first-line tires! Get big savings!



SIZE	TRAIL BLAZER*	RIVERSIDE*
4.75/5.00-19.....	\$ 9.25	\$ 9.40
5.25/5.50-17.....	9.95	10.45
6.00-16.....	8.65	9.95
6.50-15.....	.....	12.60
6.25/6.50-16.....	11.85	12.85
7.00-16.....	.....	14.75

\*Exchange Prices—Federal Tax Extra

Tires Mounted Free... 1.50 Weekly Buys Four Tires



### BIG SAVINGS ON GUARANTEED WARDS WINTER KING BATTERIES!

Reg. 11.45 Exch. **938**  
Winter King Standard

"Standard" battery—guaranteed for 24 months of reliable service! 100-ampere-hour capacity — 45 heavy duty plates! Equals or exceeds original equipment. For guaranteed batteries for less... buy Winter King!

36 month guarantee—"Heavy Service" exch. 12.38

Use Your Credit Ask About Wards Monthly Payment Plan

# SHOP WARDS 'TIL 9 EVERY FRIDAY NIGHT

Elevator Service to All Floors