

The Friendliest Store In Town

CROWDS! .. EVIDENCE OF GREAT CHRISTMAS VALUES

Wards



Good movies pack a theater! Good values pack a store! And Wards are "packed" these busy gift-shopping days!

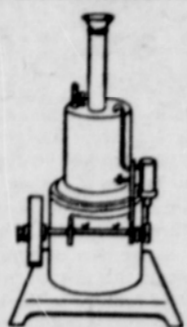


\$43.50

Ward New Duralium Bikes Set the Pace in Style, Strength and Value!

They're stronger and lighter than steel! They never tarnish or rust!

- Wards Speedline Bike Men's only. Black and white. Balloon tires. \$41.45
Double-Bar Motobike Rugged but light. Big Air Cushion Balloons. \$29.95
Men's Single Bar Bike Weighs only 39 lbs. Speedy! Balloon tires. \$24.95



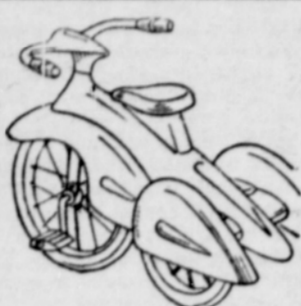
Steam Engine 98c

Popular upright type! Brass whistle, wooden handle, 2 in. flywheel, Alcohol burner, 11".



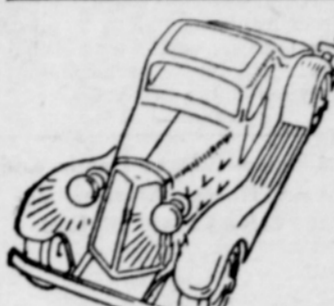
Microscope Set 49c

Simple to operate, but accurate. Field lens, objective lens, and accessories. See it!



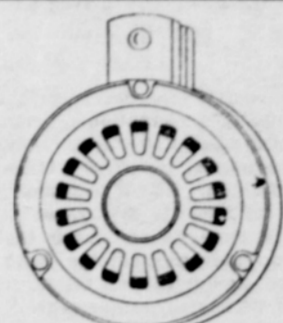
New Velocipede \$6.90

Streamlined airplane design, built of heavy steel. Cruise lights and headlight.



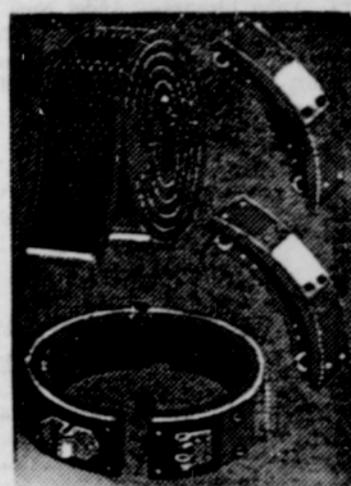
Fire Chief Auto 98c

15 1/2-in. long, with a big siren attached to wind-up motor! Brake to start and stop!



5 1/2-inch Auto Horn 89c

What a bargain! Flat type. Intriguing, adjustable tone. Chromium plated face. See it!



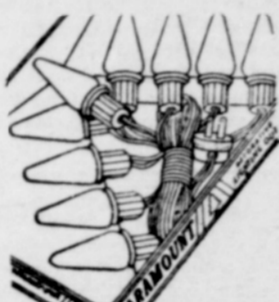
Save at Wards on Brake Bands, Shoes—Linings

Noncor lined bands for Chevrolet or Pontiac \$2.95 Pair
Lined shoes for Ford A—AA 8 for \$1.19 Ex.
Lined shoes for Chevrolet 8 for \$1.19 Ex. plan



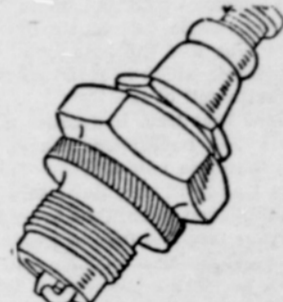
Chime Piano 98c

8 keys; accurately tuned chime notes! Built like a real baby grand. See it!



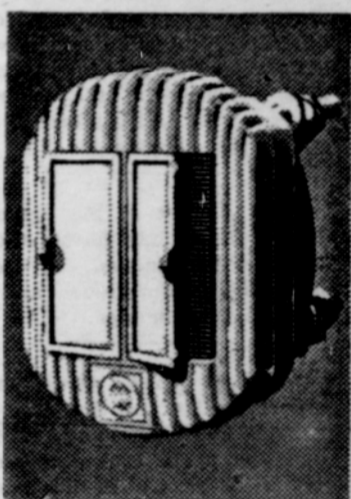
Tree Light Outfit 59c

9 lights to a string—not 8! Bulbs last longer—by actual test! Colored Mazda lamps.



Spark Plugs 33c

Famous Riverside! No better made even at twice Wards low price. Sizes for all cars.



Wards Supreme Hot Water Auto Heater

\$7.45

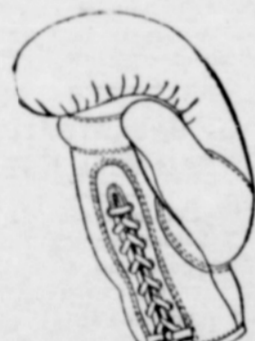
Ready to install! Less than half the price of nationally known makes. Oversize core, 48 tubes, solid brackets, big Delco motor, Forget-proof rheostat switch.



It's Full Size! No Pulling, No Binding!

89c

Men's 32"-42" Chest No finer sweatshirts made! Close-knit silver gray cotton yarn. Pile lined inside. Keeps body heat inside, cold outside. Prevents colds.



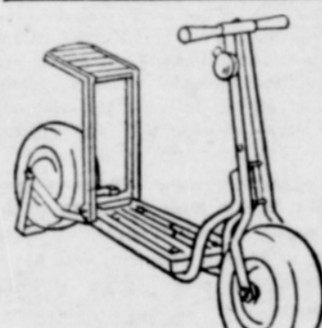
7-Oz. Boxing Gloves 3.98 pair

Fizizmons style. Our most popular glove! Wine colored leather. Full laced palm.



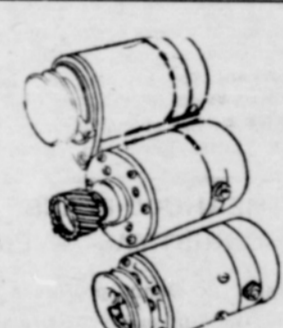
Big Blackboard \$1.00

Complete with chalk, eraser, and chair—at this price! Board opens to make desk!



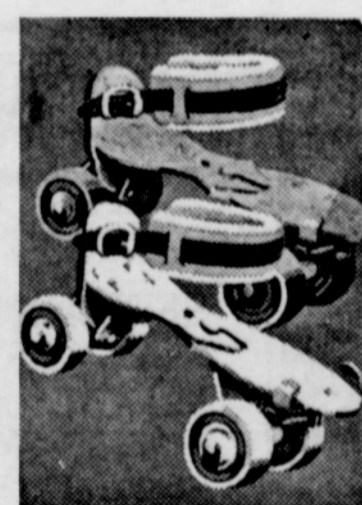
De Luxe Scooter \$6.95

Air-filled tires, collapsible seat for coasting! Ball bearing wheels. 37 1/2 ins. high.



Generators \$2.95 For Ford Model T

With old generator Why buy new when Wards rebuilds run like new and save you plenty. Many sizes.



72 Ball Bearings in Each Skate

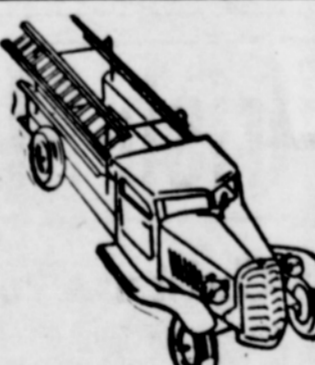
\$1.59 Pair

No wonder they're smooth and speedy! 18 hardened steel bearings in each wheel! Oscillating rubber-cushioned trucks, too. Nickel-plated finish. Soft, shearing ankle pad! Save!



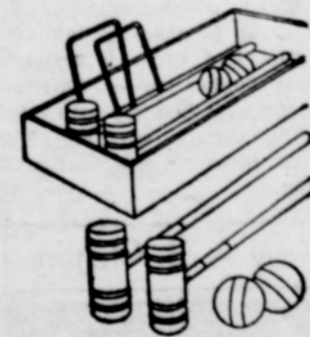
Handy Sport Bag \$1.89

It's made of tough ungrained split cowhide. Cloth lined. Leather handles!



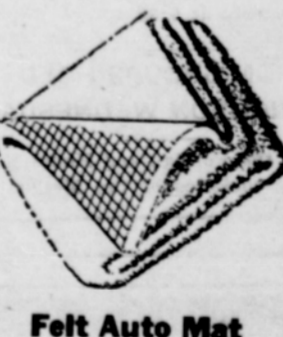
Hook and Ladder 98c

Big—19 1/2" long! Two ladders, red & green electric lights. Streamlined.



Croquet Set 98c

Use indoors or out! 4 hardwood 25" mallets, 4 hardwood 2 1/2" balls. Varnished.



Felt Auto Mat \$1.29

Use under present mat. Insulates against cold, heat, noise. Large size 38 by 40 inches.



Tough, Springy Straight-Grain Pine Skis!

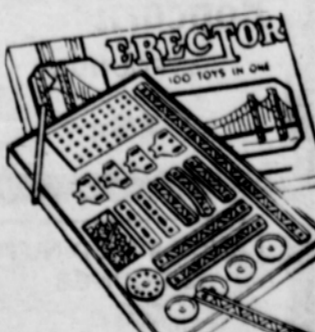
\$2.00 6 ft. Length

Fast and strong because they're made of knotless edge grain yellow pine, with grooved bottoms. Waterproof varnished, too, in natural finish. Strong leather straps and rubber footrests.



Sturdy Basketball \$1.98

Extraordinary value! 100% grain split cowhide, split cowhide lined! Valve type bladder.

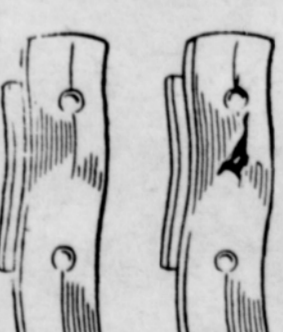


Erector Set 89c

For beginners! Builds fifty models! Booklet of instructions included. Low priced!

.. and plenty of 10c TOYS

A whole counter of them, in fact! Games, automobiles, tea sets, guns, dolls, balls—all those "little" toys that lend so much spice to a child's Christmas! Buy them to fill stockings or buy them for those delightful "extra" toys that enchant the hearts of children.



Bumper Stops 89c

Save your fenders and body. Prevent old style bumpers from slipping over new.



Wards Famous Winter King Battery

Battery \$5.45

47% MORE POWER THAN S.A.E. STANDARD

SURE STARTING! Put Wards Winter King Battery in your car and put starting trouble out. Sold on the basis that you must get 18 MONTHS satisfactory service...