

WARD WEEK SALE

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MONTGOMERY WARD

WHEN ALL AMERICA SHOPS AND SAVES



WARD WEEK SALE

Shopper's delight! Great values throughout the store!

SALE! GET \$7 TRADE-IN on Wards finest battery



RIVERSIDE 42-MONTH SUPER POWER BATTERY

low as **17⁹⁵**
12-volt with old battery

Riverside Super Power... Wards finest battery! Plate strengthening Silver Cobalt provides longer, more dependable life. Silver Cobalt prolongs original plate size—resisting corrosion and plate break-down—retaining new battery power longer! Reliable, plus power to give full power starts and easily handle all your car accessories for the next 3½ years.

RIVERSIDE STANDARD—GUARANTEED 30 MONTHS

Power and dependability equal to new car batteries. Riverside quality, reliability now at Wards money-saving low price! **11⁹⁰** 6-volt trade-in

WARDS Riverside BATTERY GUARANTEE

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

MAKE	YEAR	30-MONTH OUTRIGHT EXCH.	42-MONTH OUTRIGHT EXCH.	MAKE	YEAR	30-MONTH OUTRIGHT EXCH.	42-MONTH OUTRIGHT EXCH.				
Buick	55, 57, 59, 60	19.45	16.90	28.95	21.95	Ford, Merc.	40-55	15.95	11.90	—	—
Chevrolet	40-54	14.95	11.90	24.95	17.95	Ford, Merc.	56-63	19.95	16.90	27.95	20.95
Chevrolet	55-63	17.95	14.90	25.95	18.95	Tempest, Olds	F-85	19.95	16.90	—	—
Rambler	56-63	17.95	14.90	25.95	18.95	Rambler	40-55	14.95	11.90	24.95	17.95
Corvair	60-63	17.95	14.90	—	—	Oldsmobile	54-63	19.45	16.90	28.95	21.95
Dodge, Plym.	40-55	14.95	11.90	24.95	17.95	Pontiac	49-54	15.45	11.90	—	—
Dodge, Plym.	56-63	17.95	14.90	25.95	18.95	Cadillac	57-63	19.45	16.90	28.95	21.95

NO MONEY DOWN FREE INSTALLATION



BUILT TO TAKE IT!

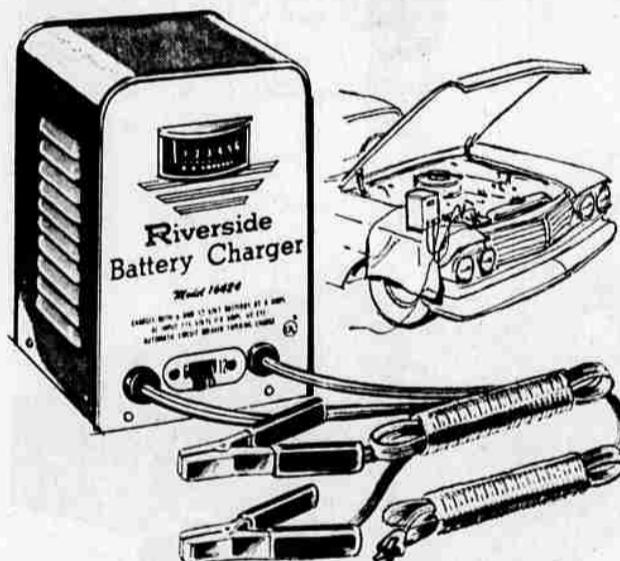
QUALITY BIKE PRICED THIS LOW ONE TIME ONLY

Outstanding Ward Week value! Compare—this Ward bike has features found only at dollars more! Rugged steel frame stands up under play-time punishment. Equipped with fully chromed safety coaster brakes, white Jet-Sweep tank, 2-toned saddle, chainguard, kickstand—plus the features shown above! Boy's in red; girl's, blue.

39⁸⁸
24" or 26" size

NO MONEY DOWN

SAVE \$5 DURING WARD WEEK



RIVERSIDE 4-AMPERE BATTERY CHARGER

9⁸⁸
Reg. 14.95

- 6-12 VOLT, 4-AMPERE
 - SELECT SELENIUM RECTIFIERS
 - HEAVY DUTY TRANSFORMER
- Avoid costly starting failures! Heavy spring clips fasten easily to battery for full charge in 10-14 hours. Engineered to Wards high quality standards. Buy Riverside!

\$15 BONUS WITH ENGINE!



100% REMANUFACTURED RIVERSIDE ENGINES

174⁵⁰*
Chevy-6-cyl., 216, 235 cu. in.

NO MONEY DOWN

Ford V-8, '54-61: 239, 256, 272, 292 cu. in. **234.50°**

Dodge, Ply., '56-59: 6-cyl. "L" head, 3½" bore. **199.50°°**

Buy now and get your choice of \$15 in auto parts and accessories—see coupon. Each engine is dismantled, chemically bathed and block scientifically tested. Cylinders, block re-bored, crankshaft reground—almost 200 new parts.

*Exchange less head. **Exchange with head.

With this coupon and the purchase of a Riverside engine, you get your choice of \$15 worth of automobile parts and accessories. **\$15** merchandise value

130,000 ITEMS AVAILABLE THROUGH WARDS CATALOG DEPARTMENT, TOO!