

SHOP FOR CHRISTMAS GIFTS IN WARDS BIG STOREFUL OF VALUES AND GIFT IDEAS

SAVE 8⁹⁵ TO 16⁹⁵ ON 2ND TIRE

buy first Nylon 64 or Sno-Grip blackwall at no-trade-in price



GIFT CERTIFICATES ARE A SMART IDEA

When you're not sure of the size—or for the person "who has everything," Wards gift certificates are the answer. Get them in \$5, \$10, \$25 and \$50 denominations—redeemable in any Wards store in the country! Charge to your account.

SECOND TIRE

\$8*



RIVERSIDE NYLON 64—GUARANTEED 24 MONTHS

Enjoy Riverside quality at Wards money-saving price! Tough, 4-ply nylon cord gives maximum resistance to punishing road impacts—the major cause of tire failure. Over 3000 separate tread edges fight dangerous skids... offer added stability.

RIVERSIDE SNO-GRIP—GUARANTEED 24 MONTHS

Winter snow poses no problem for this rugged Riverside snow tire! Its all-new, deep-cleated, self-cleaning lugs give plus traction-power and added stability. Built with 4 ply cord body, Snow-Grip can really take it! Buy two!

Tube-type sizes	Sno-Grip no-trade-in price	Nylon 64 no-trade-in price	2-4 tire only	Tubeless sizes	Sno-Grip no-trade-in price	Nylon 64 no-trade-in price	2nd tire only
6.70-15	16.95*	17.95*	\$8*	6.50-13	17.45*	—	\$8*
				7.50-14	19.45*	19.95*	\$8*
				6.70-15	—	19.95*	\$8*
7.10-15	—	19.95*	\$8*	7.10-15	—	21.95*	\$8*
				8.00-14	21.45*	21.95*	\$8*
7.60-15	—	22.95*	\$8*	7.60-15	—	24.95*	\$8*
				8.50-14	—	—	—

*Plus excise tax. No trade-in required. Tubeless whitewalls, \$3 more per tire.

NO MONEY DOWN FREE MOUNTING!

WARDS Riverside 4-SQUARE GUARANTEE

1. Against road hazards for the specified time. Adjustments prorated on months used.
2. Against defects in materials, workmanship for life of tread. Adjustments prorated on tread wear.
3. Nationwide service at all branches.
4. Satisfaction guaranteed nationwide. Adjustments based on sale price when returned.

REDUCED FOR BIG SAVINGS!

REGULAR 17.95 VALUE!
WARDS PLASTIC COVERS

14⁸⁸

Fit most cars
NO MONEY DOWN

Woven plastic seat covers add new-car elegance to old car interiors! Extra tight weave withstands wear of daily use; resists stains, fading. Choose, blue, green or black.

100% NYLON SEAT BELTS

Metal to metal buckle. Meets SAE, ASBC standards.

3⁸⁸

Reg. 3.95



SEAT COVERS
INSTALLED FREE

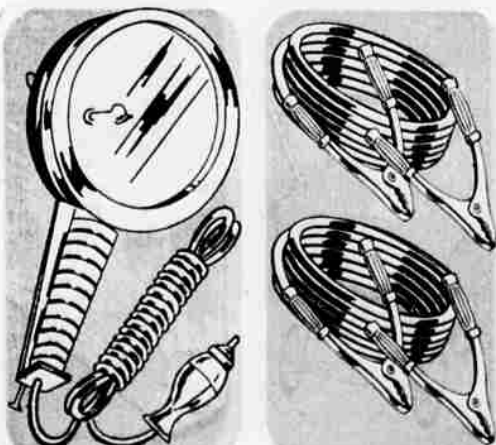
SAVE OVER \$15 RIVERSIDE'S "LIFT-OUT" RADIO

Operates as a car radio or compact portable—use on the road or on outings. Key-lock secures radio to bracket in car for protection against theft.

\$49

Reg. 64.95

NO MONEY DOWN



HANDY, PLUG-IN 12-V SPOTLIGHT

4⁸⁸

Reg. 5.45

Use for emergency, repairs, warning! Plugs into lighter of car, truck, boat. 10' cord. Chrome-plated.

QUICK-START BOOSTER CABLES

2⁶⁴

Reg. 3.45

12' long, rubber-coated wire cables. "No-shock" insulated handles. Copper alligator clamp. For 6, 12-volt system.

BIG, IN-SEASON SAVINGS!

30-MONTH STANDARD FOR SURE START POWER!

10⁹⁰

6-volt with exc.

New-car quality... Wards low price! Plates coated with silver cobalt protects power longer!



Make	Year	Outright Price	Exchange Price	Make	Year	Outright Price	Exchange Price
Chevrolet	40-54	14.95	10.90	Ford, Merc.	40-53	15.45	11.90
Chevrolet	55-63	17.95	13.90	Ford, Merc.	56-63	19.95	15.90
Corvair	60-63	17.95	13.90	Pontiac	49-54	15.45	10.90
Dodge, Plym.	40-55	14.95	10.90	Rambler	40-55	14.95	10.90
Dodge, Plym.	56-63	17.95	13.90	Rambler	56-63	17.95	13.90

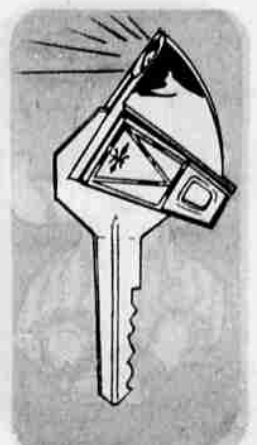


CHROME-PLATED AUTO MIRROR

1⁸⁸

Reg. 2.39

Body-mount mirror fits all cars. Safe, non-glare glass. Adjustable head is large 3"x5" size. Save now!



KEY-CHAIN LIGHT—JUST SQUEEZE!

1⁹⁹

Reg. 2.49

Find keyhole quickly by the light of micro-miniature bulb. Powered by silver energy cell. For home or car.

WARDS OWN BRANDS ARE IN DEMAND: DEPENDABLE. BUY AT BELLRINGER PRICES