

You Can Count on Us... Quality Costs No More at Sears

PRE-HOLIDAY SALE

SEARS
ROEBUCK AND CO.

NEW WHEELS for SNOW TIRES



Why Buy New Wheels

1. Change wheels — not tires.
2. In tubless tires the beads seal in the air — changing tires can damage beads, ruin tires.
3. Save time.

13" Wheels

3.99

For Most Cars

14" Wheels

4.99

For Most Cars

...With Purchase of

Allstate Silent All-Season Snow Tires

6.00x13
Tubeless
Blackwalls

13.88

Each In Pair
Plus Fed. Tax
No Trade-In

Get Going!
Keep On Going In
Mud, Sleet and Snow

GUARANTEE

WEAR LIFE GUARANTEE AGAINST ALL FAULTS Every Allstate tire is guaranteed against all failures from road hazards or defects for the life of the original tread. If the tire fails, we will at our option: repair it without charge, or in exchange for a new tire, we will replace it charging only for the wear charge. We will be a price of exchange tire.

WEAR LIFE GUARANTEE: We guarantee tread life for the number of months designated. If tread wears out within this period, return it. In exchange, we will replace it charging the current average price less a set dollar allowance.

Exchange Price is regular retail price plus Federal Excise Tax less trade-in at time of return (no trade-in deduction on snow tires).

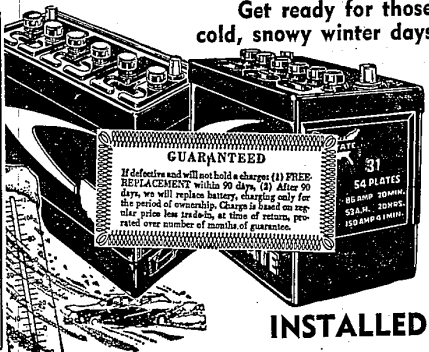
Tubeless Blackwalls

Size	Tire Price Each In Pair Plus Fed. Tax No Trade-In	Special Wheel Price
6.00x13	13.88	3.99
6.50x13	14.88	3.99
7.00x13	15.88	3.99
7.00x14	16.88	4.99
7.50x14	18.88	4.99
8.00x14	20.88	4.99
8.50x14	22.88	4.99
Whitewalls Only \$3 More		

33 Month
Guarantee
Against
Wearout

Sears Tire Dept.

Get ready for those cold, snowy winter days



INSTALLED

Factory-Fresh Allstate Batteries

30 MONTH GUARANTEE

Fits: '55-'62 Chev., '56-'63 Plym., '56-'63 Dodge, '55-'62 Pontiac.

14.88

exchange

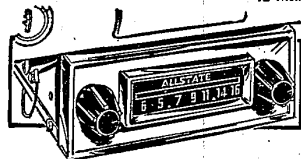
36 MONTH GUARANTEE

Allstate batteries to fit most compacts (see chart). Allstate batteries installed at no extra charge.

16.88

exchange

6-VOLT, AS LOW AS 6.88 EXCHANGE
Fits: 1940-1954 Chevrolet, Plymouth, Dodge
12 Month Guarantee



Sale! Transistor Car Radio

Reg. 34.95

27.88

Transistors and tubes for clear reception, low battery drain. Easy to install under dashboard. With magnet speaker. Allstate quality.

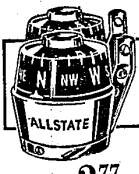
Sale! Antenna, Reg. 2.59 ... 1.88



Our Best Belt

Reg. 4.98 each

Nylon web and metal-to-metal buckles. Tested to withstand over 6,000 pounds of crash load. Allstate. Save now at Sears!



Auto Compass

Reg. 3.59

Alstate illuminated model. Easy to mount yourself.

Sale! Non-Illuminated, Regular 3.59 ... Sale! 3.27

Sears Auto Accessories Dept.

SEARS Livonia Mall

• 7 Mile at Middlebelt

• Phone 476-6000

Urge Buyers to Check 'Bargains' Carefully During Holiday Season

By Atty. Gen. Frank J. Kelley
With the holiday season approaching, it is appropriate that prospective purchasers be cautioned concerning the bargains they will be reading and hearing about in the next few weeks.

While the vast majority of advertisers are scrupulously honest, there are always a few, particularly at this time of year, who rely upon misleading and deceptive representations in quest for the consumers' dollar.

One of the most commonly used forms of bargain advertising is to offer a reduction from the advertiser's own former price for an article. If the former price is the actual price at which the article was offered to the public on a regular basis for a substantial period of time, it is a legitimate basis for advertising a price comparison.

If, on the other hand, the former price is not genuine, the "bargain" being advertised could be just the seller's regular price.

Another commonly used form of bargain advertising is to offer goods at prices lower than those being charged by others for the same merchandise in the area served by the advertiser.

If the "higher" price is, or has been for some time, the prevailing price in that area, the "bargain" offered is probably a real one. Otherwise, the "bargain" could be simply a figment of the advertiser's imagination.

Frequently "comparable" or "competitive" products are offered at a price much lower than that charged for established or similar merchandise. In such instances, the buyer must decide whether the other merchandise is comparable or competitive and the higher comparable price attributed to it is, in fact, true.

Another advertising approach that should be eyed warily is the one which offers something "free" or "2-for-1" or the "half price sale" or the "10 sale." Many of these offers are genuine; a few are not. There should be no reason why the terms and conditions of these offers are not made clear at the outset of any transaction.

It is important for all consumers to remember that a person who, with the intent to offer merchandise or service offered by him to the public, advertises his wares in such a way that the advertisement contains any assertion, representation, statement or illustration, including statements of former sale price or value, which are untrue, deceptive or misleading, might be engaging in false advertising. Such instances should be brought to the attention of the proper local authorities or to the buyer's personal attorney.

Ice Follies Makes Big Hit At Olympia

The 29th edition of Shipstads and Johnson Ice Follies opened at Olympia Stadium to a near featured audience and scored a tremendous success with the more than 9,000 patrons.

The new show has great skating from many champions, gorgeous costumes by Mary Wills, Oscar winner, and sensational productions and settings, which must have cost the brothers Shipstads and Johnson a staggering sum of money.

The 1965 Ice Follies runs heavily to comedy and deals countless "belly laughs" to the crowd. The fun division is headed by Mr. Frick, who just returned to the show after being absent for six weeks with a sprained ankle. He is still top with his cantilever spread eagle.

The Kermont Brothers from Australia knock themselves out with acrobatics—while the Bosty's return for their command performance. The Scarrows go back to the old-time movies for their "Keystone Kops" and Wall and Dove perform some great feats as European clowns.

"You'll have to go a long way to see such scintillating pairs as Richard Dwyer and Dorothyann Nelson, Willie and Inga Schilling from the Vienna Ice Revue, Ken Ormsby and Paulette Doan, the new North American dance champions, and Bill Thomas and Hugh Smith, synchronized skaters.

The solo starring spots are handled with great skill by Richard Dwyer, Lee Carroll, Jill Shipstad, 20-year-old daughter of Roy Shipstad, Ina Bauer, three-times German champion, Donald Jackson, 1962 world champion, Istvan Stenes, Hungarian king, Dorothyann Nelson, former US

pair titleholder, and Patty Cook of Vancouver.

Diane Morris of Detroit has a featured spot in the "Hootenanny" number.

The current Follies engagement runs at Olympia through Sunday, Nov. 22.

14 Drivers Punished

Fourteen motorists from the Livonia, Plymouth-Farmington-Redford Township area have had their drivers licenses suspended, the Secretary of State's office in Lansing reports this week.

Among those hit by suspensions were:

Buddy Brock, and Mary Ann Janette Brock, both of 20832 Tuck Rd., Farmington; William Fortune Humphreys, 21399 Avonville, Farmington; Randolph Lynn Scott, 32125 Nottingham Ct., Farmington; Willard F. Vigone, 20817 Sunnydale, Farmington; Scott Francis Clark, 10728 Poinciana, Redford Township; and Raymond Theodore Alarie, 16861 MacArthur, Redford Township.

Also Ronald Lawrence Beck, 17158 Wakenden, Redford Township; Daniel Joseph Bondie, 568 Maple St., Plymouth; John Clifford Farmer, Jr., 9254 Elmhurst, Plymouth; Verna Irene Peterson, 18428 Brady, Redford Township; Theodore Benjamin Scholtz, 15855 MacArthur, Redford Township; Evelyn May Keohane, 35514 Leon, Livonia; and Edward Alphonse Nowak, 14131 Ingram, Livonia.

Wants ads get quick results!

SEARS
ROEBUCK AND CO.

Sensational Offer! 5x7" Color Portraits SPECIAL OFFER STARTS WEDNESDAY!



Living
COLOR
Tot Traits

Your Child's
Portrait in Full
Breathtaking

COLOR

Your Choice 1st Print

99c

- Age limit 5 years and under
- Additional children in family 1.99
- 2 children posed together 2.49
- Additional prints and reorders available at reasonable prices.

Satisfaction Guaranteed or Your Money Back

SEARS

• Grand River-Oakman • Gratiot-Van Dyke • Highland Park
• Lincoln Park • Livonia Mall • Macomb Mall • Pontiac