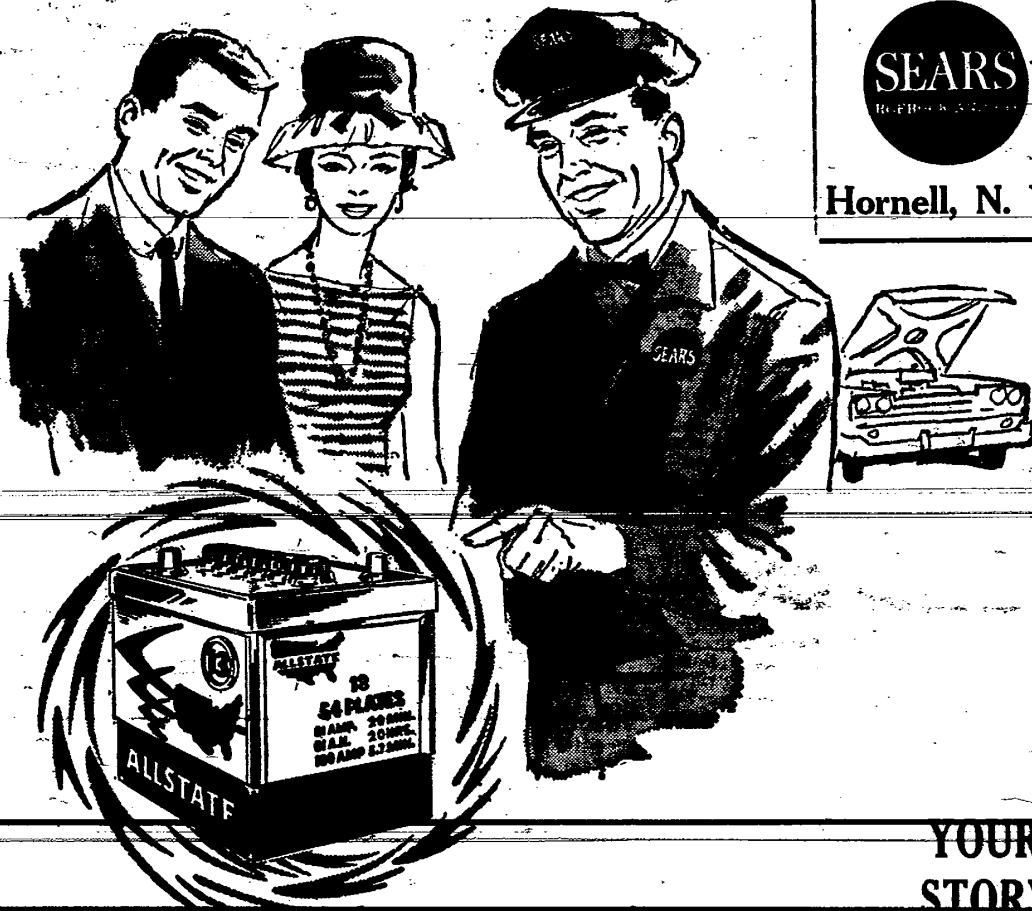


You Can Count on U.S. Quality Costs No More at Sears

OPEN THURSDAY AND FRIDAY 'TIL 9 P. M.



SEARS
AUTOMOTIVE
CENTER

Rely on
ALLSTATE
Batteries

YOUR MOST IMPORTANT POWER
STORY IS PRINTED ON EACH CASE

Most batteries look alike, but each ALLSTATE battery shows SAE power ratings (Society of Automotive Engineers) proof of the power and performance built into each battery.
20-MINUTE RATE . . . shows hot weather starting power.

Sears Guarantee

If defective and will not hold a charge: (1) Free Replacement within 90 days. (2) After 90 days, we will replace battery, charging only for the period of ownership. Charge is based on regular price less trade-in, at time of return, prorated over number of months of guarantee.

FREE BATTERY CHECK-UP at Sears . . . let us determine whether you actually need a new battery, a recharging, or if there is a faulty generator, starter or volt regulator.

FREE INSTALLATION battery life is lengthened by Sears expert installation. Sears make no charge for this service.

NO MONEY DOWN . . . on Sears Revolving Charge.

SEARS FITS ALL CARS, imported cars, too. You have a complete selection of batteries to fit your needs when you come to Sears.

20-HOUR RATE . . . shows continuous power output, the best indication of actual driving power for day-to-day, stop and go driving over a long period of time.

150-AMPERE RATE . . . shows the number of minutes the battery will crank your engine in 0 degrees cold without dying out.

Sears shows that you get the power you pay for.

11.⁸⁸

With Old Battery

6-VOLT ALLSTATE Batteries with 30-Month Guarantee. Fits Chevrolet 1940-1954; Ford and Mercury 1940-1953; Rambler and Plymouth 1950-1955; and many others.

15.⁸⁸

With Old Battery

12-VOLT ALLSTATE Batteries with 30-Month Guarantee. Fits Chevrolet, Pontiac 1955-1964; Studebaker and Rambler 1956-1964; Dodge and Plymouth 1956-1964 . . . and many others.

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SEARS HORNELL, N. Y.