

**MONTGOMERY
WARD**

Grand-Mall-reopening

Big Savings

Wards Beauty Salon
Permanents at 1/2 price!

Reg. \$25 perm, now 12.50
Reg. \$30 perm, now 15.00
Reg. \$35 perm, now 17.50
Haircuts 1/2 price with perms. Tinted, bleached or long hair slightly higher.



Save \$25

Real leather for soft
look and luxurious feel.

99⁸⁸

Regularly \$125

A select group of leather coats to keep men warm
this winter. Styled for fashion and comfort in rich
fall colors. 36-46.

Leather coats regularly \$140, now 109.88



omalon.

PATENTED PROCESS CARPET FOUNDATION
by Olin

Step softly. Use our pre-cut
Omalon® carpet cushion.

Compare

Our superb quality room size
rugs at terrific low price.

29⁸⁸

6x9' Wards Low Price

Many different colors, fibers, styles and sizes avail-
able in both jute and foam back.

9x12' 69.88 12x12' 94.88
12x15' 119.88 12x18' 139.88



Pica, elite
or script.

Save \$50

Our best cartridge-load electric.

249⁹⁷

Regularly 299.99

Full featured; power re-
peat back-space, square
bracket*, horizontal 1/2-
space.

Fast, easy
cartridge
changes.



1/2 price

Cover-up with misses knit
and suede sweatercoat.

22⁸⁸

Regularly \$46

Beautiful hand-crocheted acrylic knit lavished with
soft rust and beige suede patches. Has the warmth
of a coat and the softness of a sweater. A great
fall buy. S, M, L.

LET WARDS CHARG-ALL HELP STRETCH YOUR DECORATING BUDGET

Value-conscious? So are we.

**MONTGOMERY
WARD**