

Montgomery Ward

77th ANNIVERSARY SALE

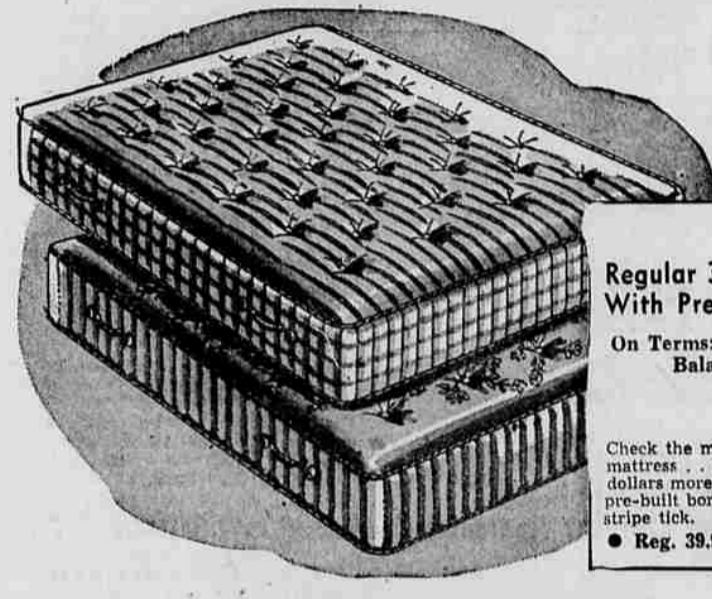
STARTS WEDNESDAY!
HUNDREDS OF REDUCTIONS LIKE THESE!

New Fall
Suits
at Savings
5.00
the features
29.98 suits
are suits that
so much quality
regular price.
low, you can't
to miss their
gabardines and
skins, hand-fin-
details and
Fall colors. 10-



Nylon Added
To Rayon for
New Slip Beauty
2.68
Regularly 2.98

For quick drying,
richer colors, longer
wear... it's NYLON
... added to multifila-
ment rayon crepe!
Adorable lace-trimmed style in pet-
al-soft lilac, pink, Nile
or white. Sizes 32 to
44.



Give enough!
THROUGH YOUR COMMUNITY CHEST

Regular 34.95 Innerspring
With Pre-Built Border, 209 Coils
On Terms: 10% Down
Balance Monthly **\$29.88**

Check the many comfort features of this fine-quality
mattress... buy during Wards great Sale and save
dollars more! 209 springy wire coils, carefully tailored
pre-built border with inner-roll edges. Heavy woven-
stripe tick.
● Reg. 39.95 Innerspring reduced! Now... 34.88



ALL PURPOSE
FLOUR SQUARES
4 for **88c**

Laundered, bleached and
opened 30-in. flour sack
squares for dusting, straining,
drying!



FILMY NYLON PANELS
REG. 2.79
43" wide, 81" long **2.44**
ea.

Beautiful, practical curtains!
Easy to launder... fast dry-
ing... requires very little
ironing!



80 SQ. PERCALE
PRINTS REG. 35c
Vat-dyed Colors! **29c**

New for Fall in all the smart
prints and colors you want!
Washes wonderfully! 35/36 in.



SALE! WALNUT
PLASTIC RADIO!
Ivory \$1 More **\$14.88**

Compare at 19.95! First qual-
ity at lowest price. 5" Alnico
speaker for full, clear tone!



BOYS' FLANNELETTE
PAJAMAS
Heavy-weight
quality! **\$1.78**

Notch collar, middy style of
soft cotton. 2-way collar, long
sleeves... Adjustable trouser
waist. 8-16.



REG. 8.75 FAUCET
CUT-PRICED!
Non-splashing **\$7.88**

Swing-spout, with foam-flo
aerator! Makes more suds
from less soap! Chromium
plated.



REG. 4.75 DURASTAN BROADLOOM
CUT-TO-ORDER IN ANY RUG SIZE

9 and 12 ft. widths **4.22**
sq. yd.
Ask about Wards Terms

Choose this handsome seamless carpeting now at very
special savings that total up to many welcome dollars per
room! Wide pattern choice includes high-fashion florals
in lovely colors—smart two-tone damask designs, too!
ALL WOOL PILE—4,704 Imported wool tufts in each sq. ft.

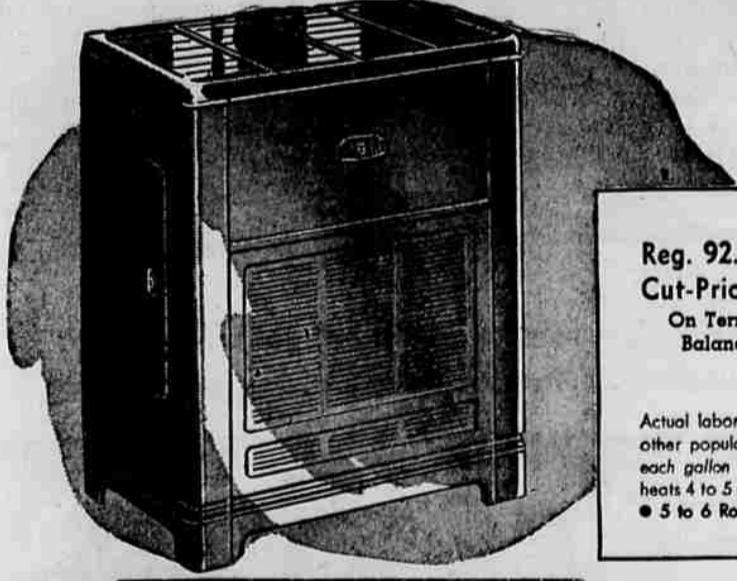
Here's Proof That Ward's Prices Are Lower

Quality!
30 Denier,
Gauge Nylon
78c
Special
Low Price!



3.49 Cardigan
By Carol Brent,
A School-Hit
\$2.88
Here's a saving
you mustn't miss

Smart shoppers flock
to these cardigans at
our regular price. At
this special low, they'll
be snatched up! 100%
virgin wool with speci-
ally developed neck-
line. Pastel and Fall
shades. 34-40.



Reg. 92.95 M-W Oil Heater Now
Cut-Priced for This Sale!
On Terms: \$5 Down
Balance Monthly **\$84.88**

Actual laboratory tests showed that M-W surpassed 4
other popular heaters... giving 22.6% more heat for
each gallon of fuel used! M-W's new unit comfortably
heats 4 to 5 rooms. Built-in draft regulator. Save now!
● 5 to 6 Room Model, Reg. 87.95, now cut to 79.88



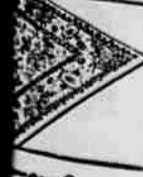
FOR JR. BOYS,
KNIT SHIRTS
With Short Sleeves! **58c**

Fine combed cotton. Ribbed
neck and cuffs for a neat fit.
Bold stripes to please him
3, 4, 5, 6.



24c & 25c TINWARE
YOUR CHOICE
Resists rust! **19c**

2 pie plates, 2 cake pans, 1
bread pan, biscuit pan, ob-
long cake pan or muffin tin!
Hurry!



REG. 9.45 WARDOLEUM
9x12 FT. RUGS
Heavyweight! **8.44**

Save now! Heavy printed
enamel felt base rugs! Mar-
bled, tile, floral patterns,
gay colors!



1.79 EXTRA HEAVY
SWEATSHIRT
All Men's Sizes **1.54**

Full athletic cut, for sports,
school, work! Pearl gray col-
or. In Wards Sporting Goods
Dept.



REG. 12c TOP-QUALITY
COMMON NAILS
Specially cut! **10c**

Your choice of 8, 10, 16 & 20
penny sizes! Tough steel...
sharp points make hammer-
ing easy!



1.05 "SUPER" FLAT
WALL PAINT
Sale-price **94c**
qt.

Gives a velvet-smooth fin-
ish! Easy to apply! White and
colors.
● Reg. 3.29 gal, now... 2.94



SALE! REG. 145.22 BATHROOM SET
CUT-PRICED! 3 PIECES, FITTINGS
On Terms: 10% Down,
Balance Monthly **133.65**

Modernize now for dollars less! Heavy cast-iron tub,
lavatory covered with sparkling porcelain-enamel...
resist stain and acid... so easy to keep clean! Tub is
built low... easy to step in and out! Stain-proof
vitreous-china closet seat. Fittings chrome-plated!

SAVING AMERICA MONEY FOR OVER THREE-QUARTERS OF A CENTURY!