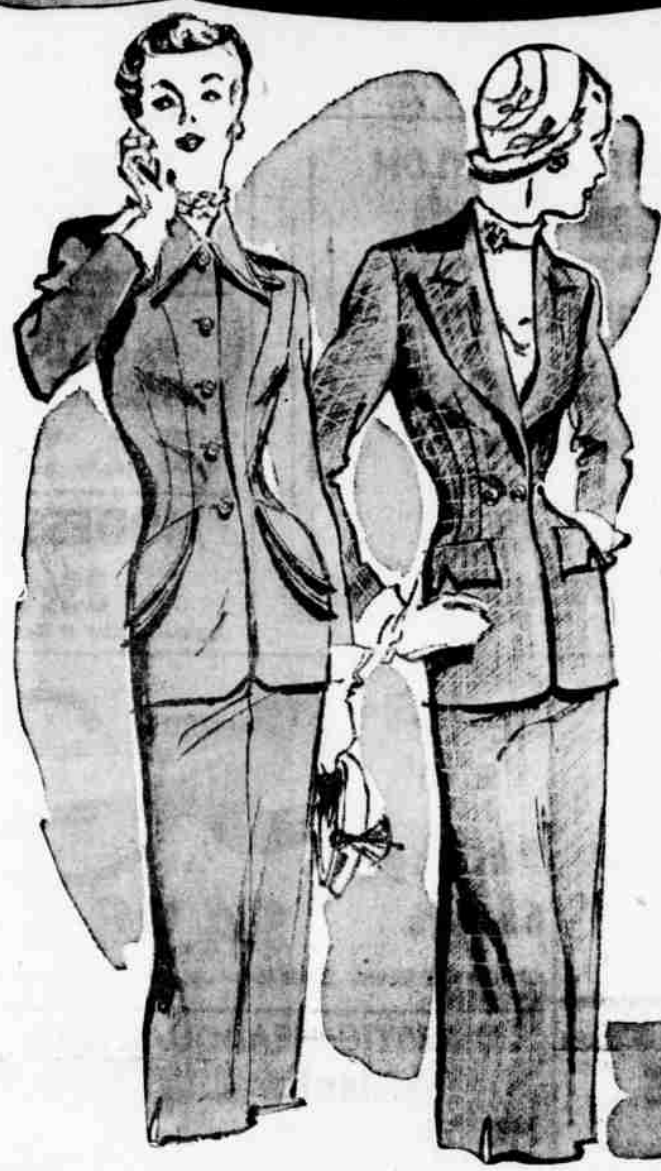


# Montgomery Ward 77<sup>th</sup> ANNIVERSARY SALE

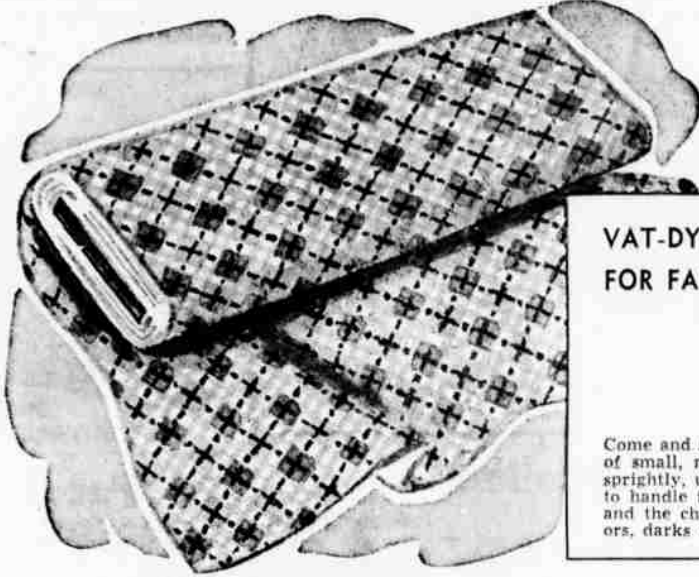
Shop Wards 'Til 9  
Every Friday Night



**SLIM CLASSICS  
SPOTLIGHT  
NEW DETAILS**  
Fashion-Focus on Collars  
Pocket-Flaps, Closings

Reg. 29.98 **25<sup>00</sup>**

First for Autumn—the slim, wearable classic that makes fashion news wherever you go! With new double details, new closings, pocket treatments, slim slitted skirts! Choose from pure worsted gabardine, crisp hairline plaid worsted shark-skin—for a low price—at Wards! Fall colors, misses' sizes—see them today!



VAT-DYED 80-SQ. PERCALE PRINTS  
FOR FALL SEWING, REG. 35c

Every Print Washfast! **29c** Yd.

Come and see . . . buy and save! Yards and yards of small, medium and large prints and plaids in sprightly, up-to-the-minute patterns for now! Easy to handle for making up everyday frocks for you and the children, curtains, housecoats. Many colors, darks included! 35-36 inches.



REDUCED! REG. 2.98 CHILDREN'S  
GREEN BANDS ARE NOW ON SALE!

Built to Wards own  
rigid specifications! **266**

Here's a sale that challenges you to find a lower price for so much value! These are just three of our many good quality shoes that appeal to youngsters for comfort and good looks . . . to mothers for sturdiness and long wear. Flexible Ward-o-lite soles, springy rubber heels. 8 1/2-3.

2.98 GIRLS'  
CARDIGANS AT  
A SALE PRICE!

**258**

School-Belle Shades  
In Soft, Warm Wool  
Snatch them up now  
at savings! Buy her  
several in different  
colors . . . she'll need  
them. Well made with  
ribbed finish, nicely  
fitted neck and shoulders,  
button front.  
Pure, long-wearing  
wool.



FIRST QUALITY!  
30 DENIER,  
51 GAUGE NYLON

**78c**

Special  
Low Price!  
All nylon — full fashion-  
ed from top to toe! Tiny  
back seam slenderizes  
legs! Reinforced at wear  
points, they're soft as a  
dawn breeze! Mist beige,  
taupe tone, brown mist.  
Sizes 8 1/2 to 10 1/2.



3.98 LONG SLEEVE  
SPORT SHIRT OF  
WASHFAST  
RAYON

**268**

Back-to-School!  
Compare at \$4.95  
Practical, washable  
shirt, styled on smart  
new lines to give you  
cool, casual good  
looks — expertly tail-  
ored for long wear,  
too. Of carefully wov-  
en rayon yarns, vat-  
dye to keep color-  
fresh. S-M-L.



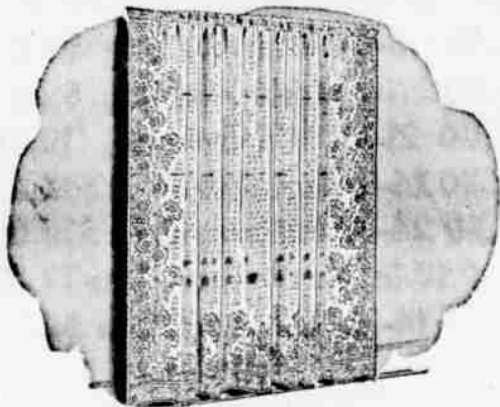
SALE! BOYS'  
TAN ARMY CORD  
TWILL PANTS

**234**

Tailored Just  
Like Dad's!  
Ideal for play and  
semi-dress. Made of  
corded sanforized,  
type 4 army cord  
twill — same as used  
in men's pants. All  
strained points bartack-  
ed. Cuff bottoms. Heavy  
8-oz. wt. 6 to 16.



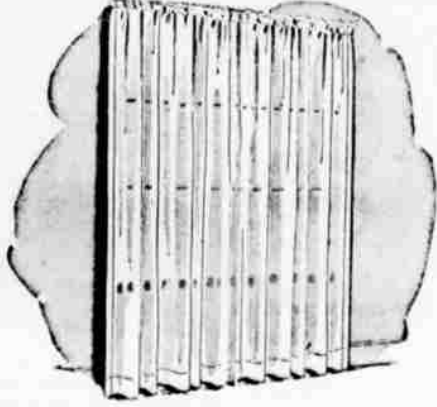
**BIG SAVINGS IN OUR SEMI-ANNUAL CURTAIN CARNIVAL! DRAPERY DEPT. — SECOND FLOOR**



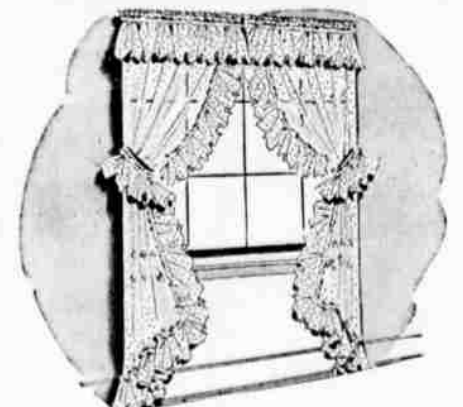
REG. 98c PATTERNED LACE PANELS!  
Specially priced! Lovely floral borders  
stand out effectively against sheer back-  
grounds! Firmly woven of sturdy cotton  
yarns in a non-slip weave! 26" x 81"  
Eggshell. **78c** ea.



SAVE 21c DRAPERY, SLIPCOVER PRINTS  
Fresh, exciting florals and popular leaf  
patterns! Rich, decorator colors . . . vat  
dye to resist fading! Firmly woven  
cotton pebble crepe wears wonderfully  
well! 48-in. wide. **138** yd.



REG. 2.79 NYLON MARQUISSETTE PANELS  
Beautiful, practical curtains at sale sav-  
ings! Soft as silk . . . hard wearing as  
only nylon can be! Easy to launder . . .  
fast drying . . . require very little iron-  
ing! 43" x 81". Eggshell. **244** ea.



REG. 2.98 PEBBLE DOT PRISCILLAS!  
At a money-saving sale price! Carefully  
made of fine snow-white cotton mar-  
quisette . . . showered with soft, firmly-  
woven pebble dot! Deep ruffle trim!  
Each side, 45" x 81". **169** pr.

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