

Montgomery Ward 77th ANNIVERSARY SALE

Shop Wards
Until 9 Friday Night

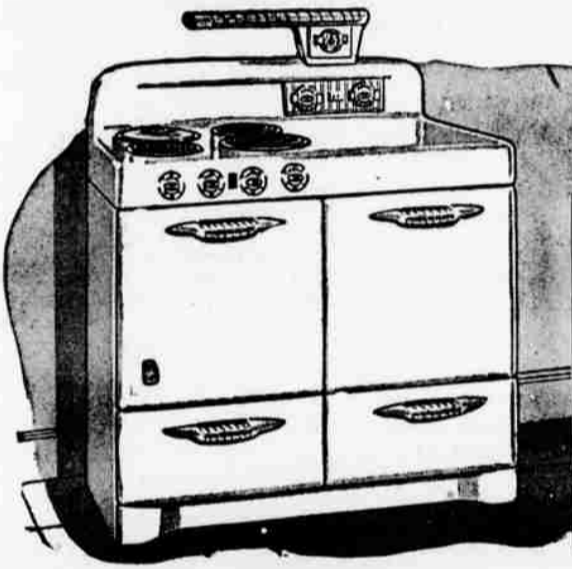
WARDS FAMOUS MATTRESSES SALE-PRICED!



**SALE! REG. 189.95 JACQUARD FRIEZE
2-PIECE DELUXE SOFA-BED AND CHAIR**

On Terms: 10% Down, Balance Monthly **169⁸⁸**

See the beautiful, new rise and fall pattern in the jacquard frieze cover—the very latest in cover fabrics. Feel the comfort of its double spring unit, consisting of 364 coils, supported by a helically suspended 10-ounce burlap base. Suite contains Latex Foam Rubber Flakes for added comfort!



**PRICE SLASHED ON REG. 234.95
M-W 40-IN. ELECTRIC RANGE!**

On Terms: \$10 Down; 24 Months to Pay **219⁸⁸**

Low sale price for this wonderful electric range, with the many, many extras! M-W's Dualift deep-well burner, can be changed into a 4th top burner quickly and easily. Automatic oven-broiler; Minute Minder, big 18" oven, fluorescent lamp, and 6-qt. deep-well cooker. See it!

**34.95 INNERSPRING
MATTRESS NOW CUT!**

29.88

Flexolator Insulation prevents coils from "feeling-through." Padded with new felted cotton. Inner-roll edges. Long-wearing 6-oz. woven striped ticking. Full and twin sizes.

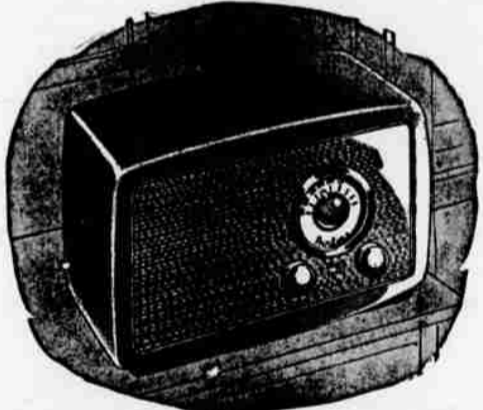
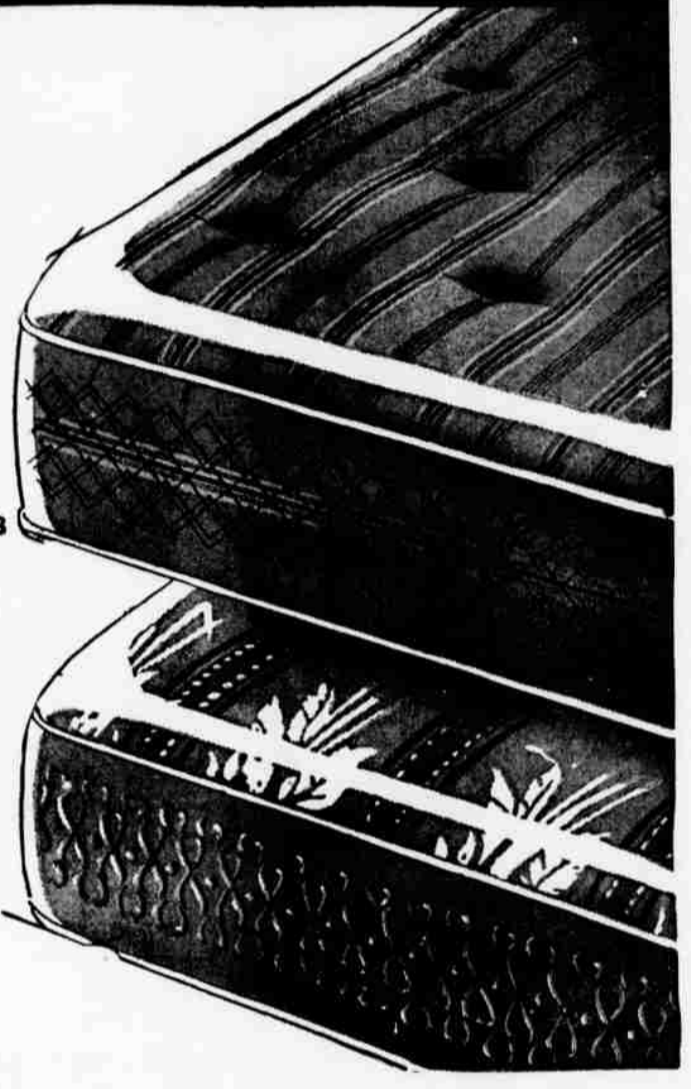
• 68.95 Mattress, Box Spring Set 56.88

**39.95 INNERSPRING
210 STURDY COILS**

34.88

More value, more comfort! Coils covered with Flexolator insulator pads, preventing "coll-feel." Inner-roll edges, ventilators. Long-wearing Woodrose Damask ticking.

• 79.95 Mattress, Box Spring . . . 64.88

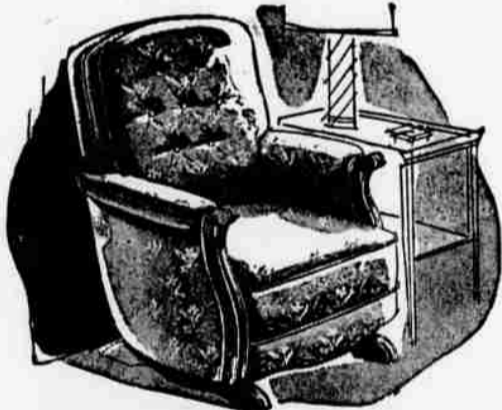


COMPARE AT 19.95 TABLE RADIO!

Airline's glamorous table radio in smart brown plastic! Compact yet clear-tone! Excellent reception! Airplane dial, gold colored grille!

14⁸⁸

In Ivory, 15.88

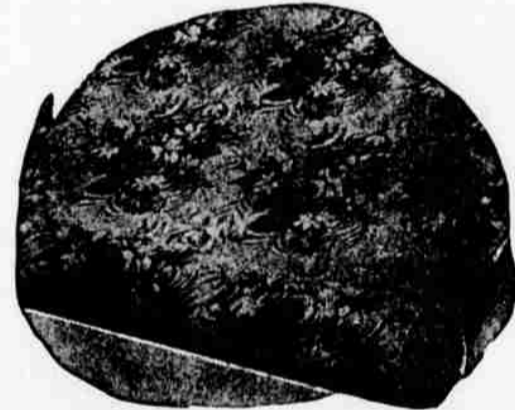


REG. 49.95 PLATFORM ROCKER REDUCED!

Homey old-fashioned comfort! Deep, roomy coil spring seat, padded back and base. You'll enjoy its gentle rocking action, marvel at its low price!

44⁸⁸

On terms: 10% Down Balance Monthly

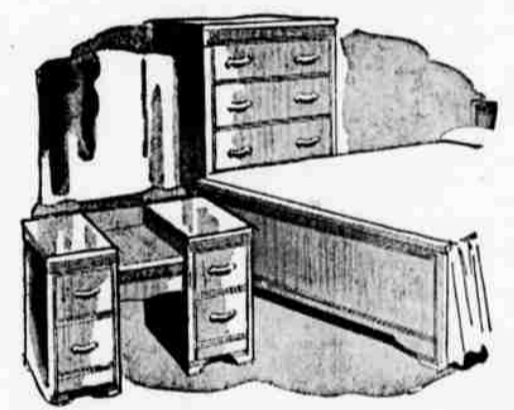


4.75 DUASTAN WOOL-PILE BROADLOOM

9 and 12 feet wide—cut to your order in any rug size! High-fashion florals and attractive practical two-tones! All-wool pile! Sale priced now! 9x12 ft. rugs now 26.88.

4⁴⁴

Wt. 74.



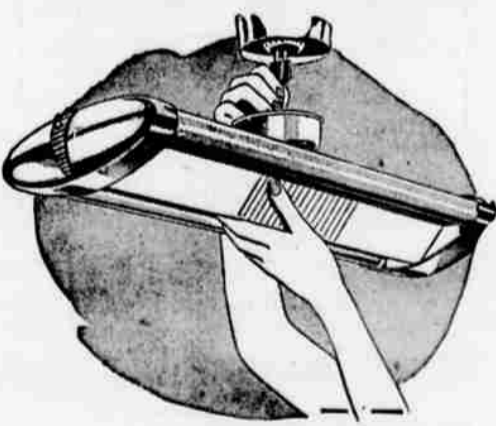
REG. 129.95 VANITY BEDROOM—3 PIECES

Bed, chest and vanity, designed in the new flat top modern. Drawers are center guided. Plate glass mirror. Walnut or frosted walnut finished.

99⁸⁸

On terms: 10% down Balance Monthly

SHOP WARDS 'TIL 9 EVERY FRIDAY NIGHT! ELEVATOR SERVICE TO ALL FLOORS!



REG. 9.98 TWO-LIGHT FLUORESCENT

Special sale savings! Streamlined design plus cool, glareless light! Plug-in to any 4" holder. Enameled steel reflector with gold color ribs; aluminum ends. Two 20-W bulbs.

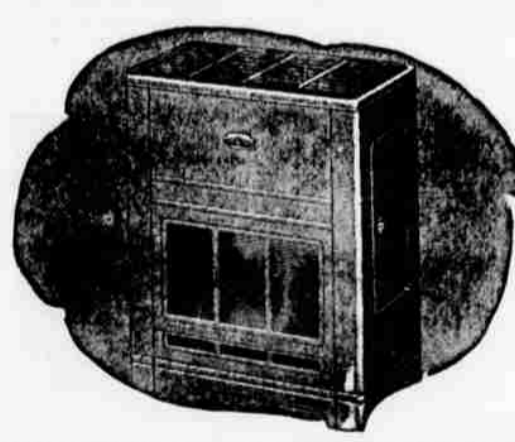
8⁸⁸



REG. 7.50—COLORFUL SERVICE FOR 4

25 pieces! Festive "Bermuda"—always a sellout, especially when priced this low! Luscious coral, blue, yellow, green make up this set . . . color sealed under glaze—won't wear off!

5⁸⁸



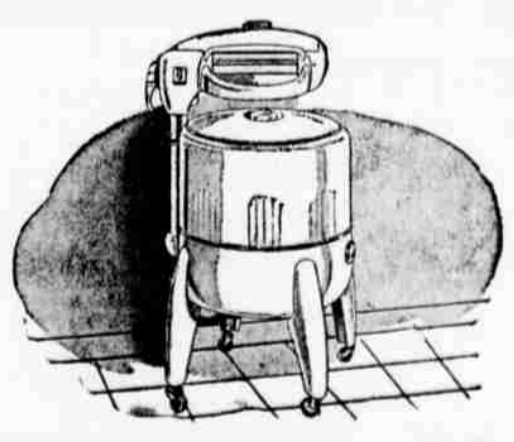
REG. 92.95 M-W OIL HEATER REDUCED!

Laboratory tests show M-W heater gives 22.6% more heat for each gallon of fuel. Heats 4 to 5 rooms.

84⁸⁸

On terms: \$5.00 down Balance Monthly

• Reg. 102.95 5-6 Room Model, 94.88



REG. 109.95 NEW M-W WASHER CUT!

Largest tub on the market! Holds 9-10 lbs. 8-position Lovell wringer, balloon rolls. Chrome trim; gravity drain.

99⁸⁸

Use Wards Convenient Monthly Payment Plan

• Automatic Drain Pump Included.

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