

Montgomery Ward

155 North Liberty

Phone 3-3191

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

\$

1

DOWN

HOLDS ANY ITEM ON
THIS PAGE UNTIL DEC. 15!

GIFTS FOR HER

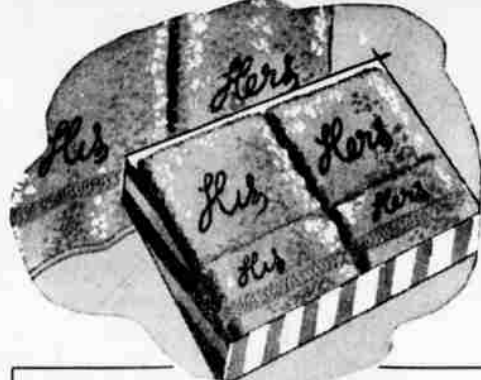
GIFTS FOR HIM



WARDS QUILTED ROBES ARE WARM,
LUXURIOUS AND BUDGET-PRICED

Robes Are A Gift To
Give Proudly **7⁹⁸**

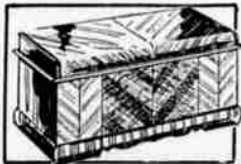
Hurry to Wards today and see the stunning new collection of quilted robes. Nothing beats a quilt for warmth or flattery. Choose from rich rayon satins, plain or patterned rayon taffetas in a host of glorious shades. Generously cut with new fashion details. Misses' sizes.



GIFT PACKED CANNON TOWEL SET

2 giant 22x44 bath towels and 2 fluffy 12x12 wash cloths in stunning decorator colors. \$1 down will hold 5 sets if purchased together.

3⁶⁹
Set



SMART WATERFALL
CEDAR CHEST **44⁹⁵** up

Beautifully matched Walnut veneers over 3/4" aromatic Red Cedar. Self-rising tray.



AIRLINE MODERN
TABLE RADIO **19⁹⁵**
Ivory 20.95

A sensational value in streamlined plastic. True-to-life tone. Airplane dial. Ivory or walnut.



WARDS STANDARD
ELEC. BLANKET **25⁹⁵**
Fed. Tax incl.

1 yr. unconditional guarantee! Auto. thermostat control! Washable, mothproof. 72"x86" size. Get yours early!

FINE COWHIDE
FLIGHT JACKET!
LAMB COLLAR!

18⁹⁸

Popular Air Force
style! Rayon lined!

Made popular by our military airmen.—Tough, prime-quality leathers—styled on warm, action-free lines. Large zipper-closed map pocket, deep slash pockets, ribbed cuffs, waist. Rich brown.

Also in Horsehide . . . **18.98**



MEN'S BRENT QUALITY ROBE OF
FINE WOVEN RAYON JACQUARD

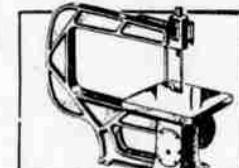
Boxed for giving!
Navy or maroon! **6⁹⁵**

Here's a carefully tailored robe any man will wear with pride—priced a sensible Ward-low. Soft, long-wearing rayons cut on full lines—deep shawl collar style. Wide belt, generous patch pockets. Regular sizes. Beautifully boxed, too! See it today.



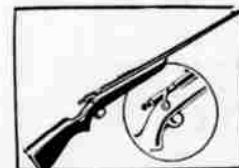
WARDS MASTER
AUTO HEATER **18⁴⁵**

Maintains even heat throughout car! Hammerloid finish harmonizes with any car.



A GIFT FOR A MAN!
JIG SAW **15⁹⁵**
Light duty model

Cuts to center of 24" circle . . . 2" deep. 8x8 cast iron table. Bronze bearings. Without motor.

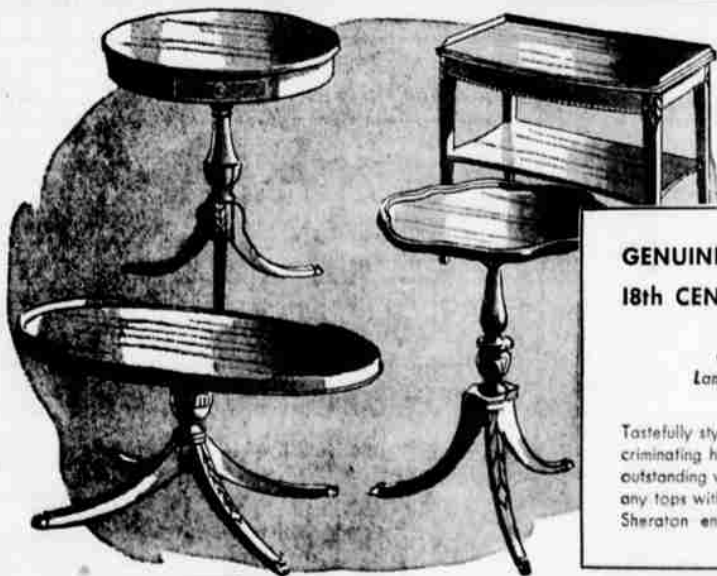


WINCHESTER M/47
.22 RIFLE **19⁹⁵**
Weights only 5 lbs.

Single shot bolt action rifle for small game hunting. Walnut flush type stock and forearm.

FOR THE HOME

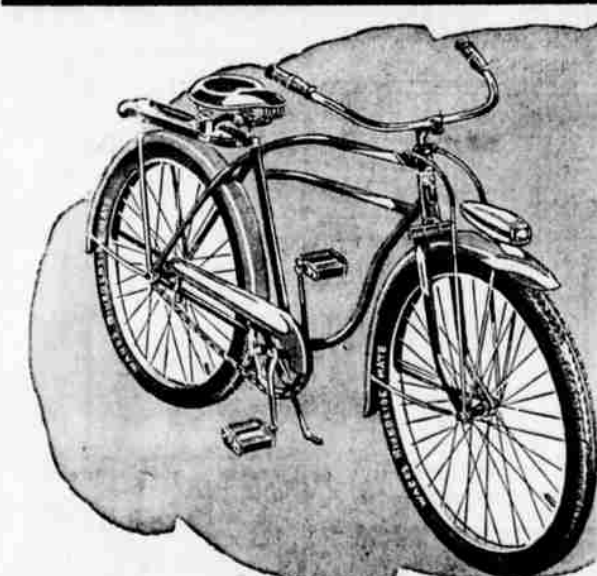
GIFTS FOR KIDDIES



GENUINE MAHOGANY TOP TABLES!
18th CENTURY DESIGN BY MERSMAN

Choose Cocktail, Chairside,
Lamp or Drum Table . . . each **22⁹⁵**

Tastefully styled by experienced craftsmen for the discriminating homemaker . . . makes an ideal gift, too! An outstanding value at Wards low price! Genuine Mahogany tops with handcarved Duncan Phyfe legs, metal feet. Sheraton end table has Marquetry trim.

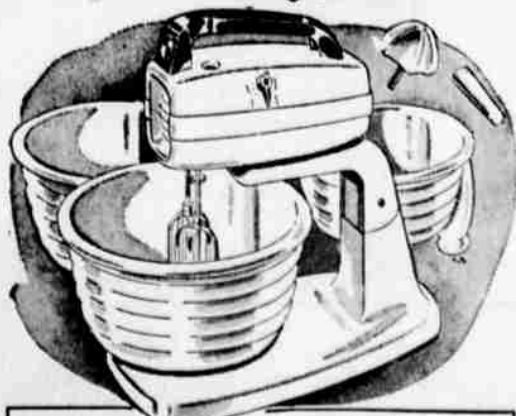


STREAMLINED EQUIPPED MODEL
HAWTHORNE BICYCLE

10% Down on Wards
Monthly Payment Plan **45⁹⁵**

Hawthornes have the sleek good looks, the sturdy frame you've dreamed of for your bike! Lustrous baked-on enamel finish, bright chrome trim; double bar frame reinforced with fork truss rods. Airline headlight, rear carrier, chain guard, "Air-Cushion" balloon tires 26x2.125.

Bring the Kiddies Tomorrow
Night to Salem's Largest Toy
Department
Grand Opening Friday . . .
Mezzanine Floor



WORK-AND-TIME-SAVING ELECTRIC MIXER

Wards Mixer offers high quality at lower cost! It whips, beats, mixes; has juicer, 2 bowls, recipe book. White enamel finish. AC-DC. **26⁹⁵**

On Terms: 10% Down
Balance Monthly



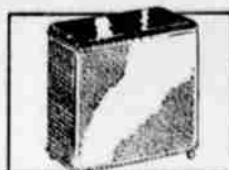
BEAUTIFUL EGGSHELL
SET FOR 8 **21⁹⁵**
53-pcs. "Cashmere"

Wonderful value! Lighter yet stronger than regular semi-porcelain! Pastels on ivory.



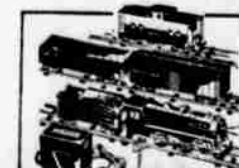
BEST QUALITY
BATH SCALE **7⁹⁵**
3-yr. Guarantee

Built to give accurate service! Magnifying dial; weighs up to 250 lbs. Baked-on enamel finish.



VENTILATED FIBER
BENCH HAMPER **7⁷⁵**
22x12x20 1/2" high

Reinforced corners. Washable white enamel finish. Pyralin lid in an assortment of colors.



ELECTRIC FREIGHT
TRAIN SET!
including transformer **14⁴⁵**

5-unit electric train glides on tracks by remote control. Die-cast loco, scale model cars.



"FIRE CHIEF" BIKE
FUN FOR TWO **13⁵⁰**
12-in. Front Wheel

Strong velocipede with place for second rider. Bell siren, ren. 16" . . . 14.95 20" . . . 16.95



"FIRE CHIEF" AUTO
WITH BELL **13⁹⁵**
For child 2 to 6 yrs.

Low slung, easy to climb in and out. Rubber block pedals adjust for leg reach. Bright red.



LOVELY 18" BRIDE—CAROLYN "PLAMATE"

Beautiful to behold! All plastic with jointed arms and legs, sleeping eyes. Carolyn is a brunette in white rayon taffeta and satin with train and veil, lovely in every detail. **12⁹⁸**