

NO DOWN PAYMENT NEEDED FOR ANY CREDIT PURCHASE AT MONTGOMERY WARD

SAVE 12% to 25% Style House china

EXCLUSIVE WARD PATTERNS, MODERN AND TRADITIONAL

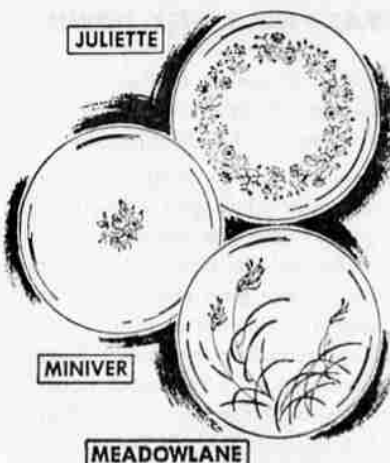
66-PC. PETITE BOUQUET

39⁹⁵

Service for 8, Reg. 47.95—No money down

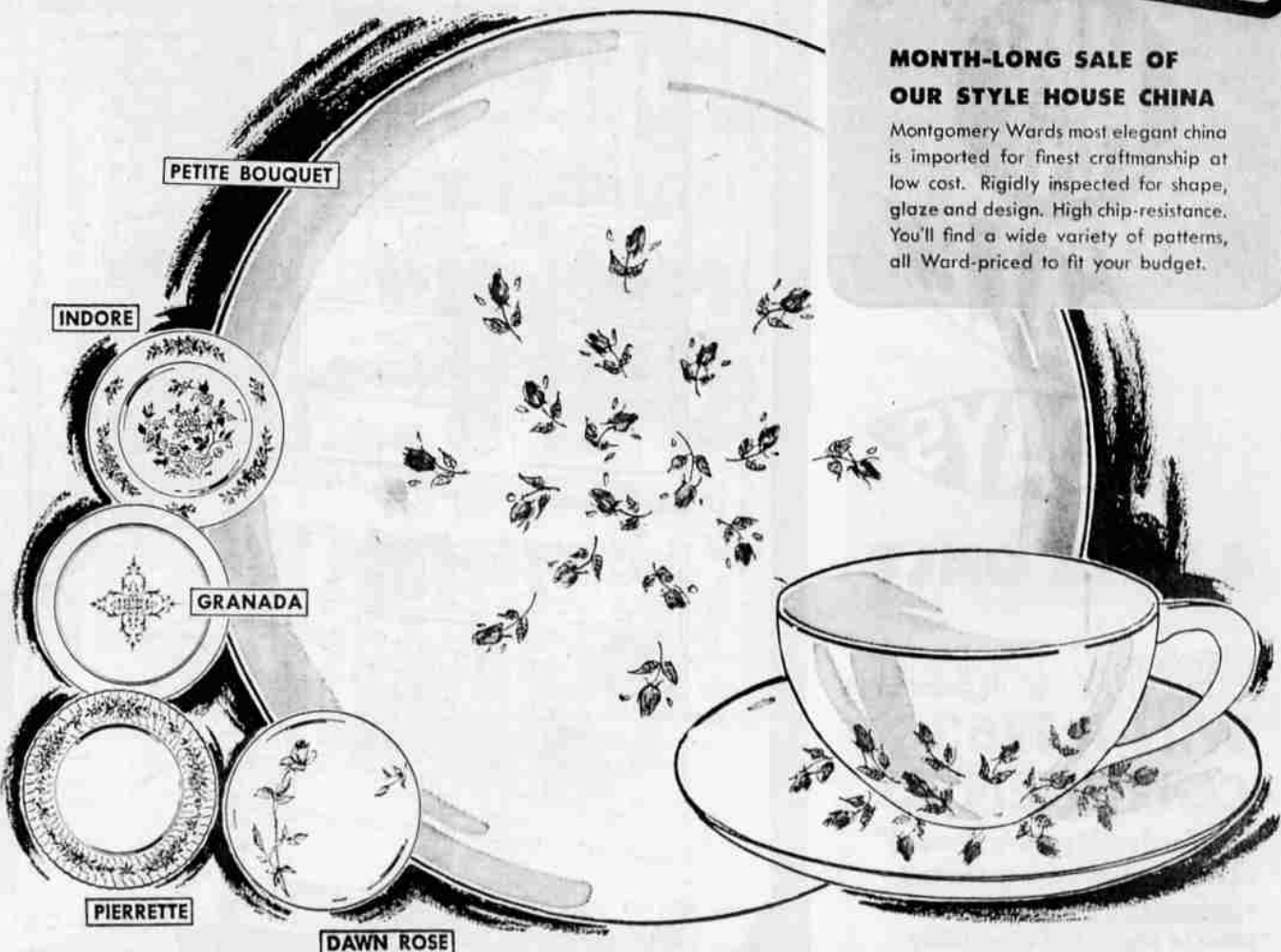
This exquisite pattern features dainty gray roses, sparked in pink, on a pure white background with a gleaming platinum rim. 100-piece complete service for 12, reg. 79.95, now just **59.95**

WARDS OPEN STOCK POLICY: Additional or replacement pieces available as long as 3 years after pattern is removed from our selection.



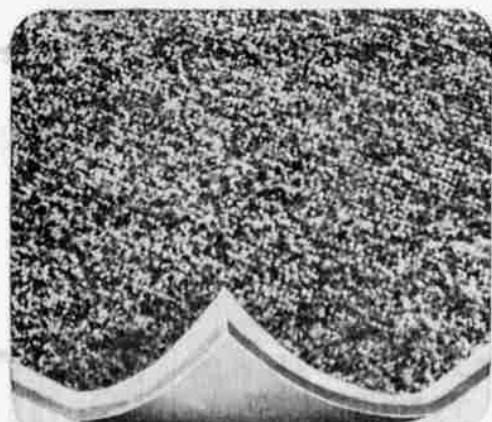
MODERN DESIGNS
JULIETTE contemporary stylized sprays, 22K gold rim. MINIVER has a simpler pattern, 22K outline. MEADOWLANE is graceful wind-blown grass. 57-pc. reg. 42.95 **36.95** 100-pc. reg. 69.95 **59.95**

ELEGANT PATTERNS
INDORE, an Indian tree, fully detailed. GRANADA adds white, ebony black. PIERRETTE, fluted, rose, strewn rim. DAWN ROSE, graceful, long-stemmed. 57-pc. reg. 47.95 **41.95** 100-pc. reg. 79.95 **69.95**



MONTH-LONG SALE OF OUR STYLE HOUSE CHINA

Montgomery Wards most elegant china is imported for finest craftsmanship at low cost. Rigidly inspected for shape, glaze and design. High chip-resistance. You'll find a wide variety of patterns, all Ward-priced to fit your budget.

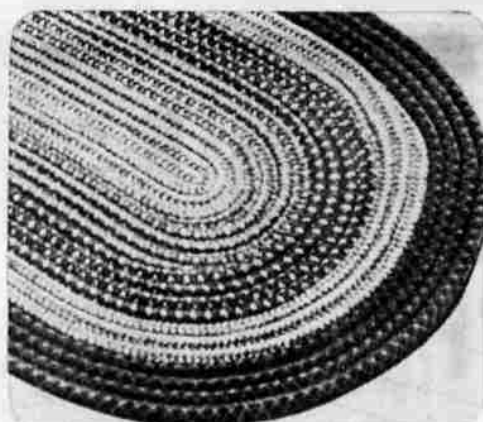


9x12' RAYON TWEED SMARTLY STYLED FOAM-BACK RUG

Easy-care rayon with safe foam back—at a price lower than many plain-backed rugs! In 5 neutral tweeds. Other sizes from 6x9' for 18.95, to 12x18' for 74.95

24⁹⁹

REG. 29.95
NO MONEY DOWN



REVERSIBLE RUG EARLY AMERICAN TUBULAR STYLE

Reversible for twice the wear between cleanings. Tightly sewn multi-colored stripes in oval shape. Other sizes from 22x34" at 1.89 to 10x14" at 54.95

34⁹⁹

APPROX. 9x12'

*All sizes are approximate



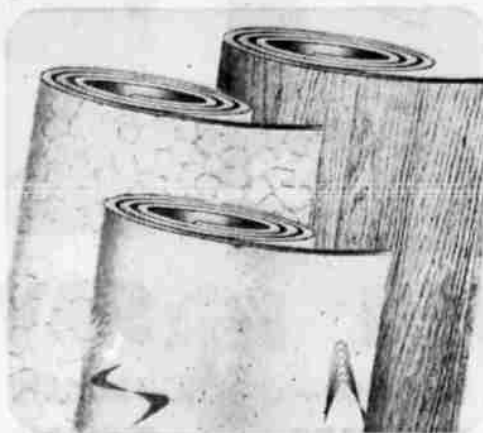
TILE 18% OFF!

VINYL ASBESTOS FOR ALL FLOORS

Bright savings during May Sale Days! Grease, alkali-resistant tile goes on over any floor—even concrete! In spatter, stria patterns. Other designer colors, 12¢

9¢

REG. 11¢ EACH
SELECTED COLORS



20% SAVINGS!

WARDS GILTLINE VINYL FLOORING

Dependable Ward quality at a budget price! Long-wearing vinyl surface resists grease, stains. 9' and 12' widths; many patterns. Easy to install without paste!

99¢

SQ. YD.
REG. 1.24 SQ. YD.



NO MONEY DOWN

on any credit purchase at Wards

SHOP AT HOME...

Have a carpeting expert bring samples into your home! Call Wards today.

INSTALLED CARPET

SUNNY MAY SAVINGS AND STYLE HOUSE QUALITY!

Carpet values galore during May Sale Days at Wards! Thick and deep random-pile wool and luxurious continuous filament Du Pont 501® nylon are just two of the many broadlooms now offered at bright May Sale prices. Wards own Style House carpeting comes in a wide range of styles and colors—any one a delightful addition to your home! Price includes installation, rubberized pad.

8⁹⁹

sq. yd.
Reg. 10.23
12', 15' widths

2 LONG-WEAR, EASY-CARE CARPETS

Sturdy nylon or wool pile resists dirt, withstands rough treatment from children, pets. Solids or tweeds.

6⁹⁹

sq. yd. inst.

SAVE ON LUXURIOUS, DURABLE WOOLS

Deep, resilient luxury piles at spring savings! Sculptured or plain in many decorator colors.

10⁹⁹

sq. yd. inst.
Reg. 12.23

AT WARDS WE PROMISE YOU "SATISFACTION OR YOUR MONEY BACK".