

**OUR  
TOYLAND'S  
OPEN!**

**MONTGOMERY  
WARD**

**YOU NEVER  
SAW SUCH  
BARGAINS!**

Terrific buys in winter-  
wear, auto supplies, ap-  
pliances, home improve-  
ment needs, more. Save!

**STOREWIDE  
SAVINGS!  
SMASH-LOW  
PRICES ON  
NEW USE-NOW,  
WEAR-NOW  
MERCHANDISE!**

**WARDS  
november  
SALE**

**STARTS  
TUESDAY  
OCTOBER 29**



**SAVE 25%! NYLONS**  
**CAROL BRENT SUPER RUN-RESIST**

Exclusive at Wards...sheer  
seamless, the nearest thing  
to runproof nylons for long-  
er wear. Now you save 30c  
a pair. Sizes 9-11. Tremendous  
value... Hurry in.

ONLY **68¢** PR.  
REG. 98¢ PR.



**WASH 'N WEAR**  
**BOYS' BRENT FLANNEL PLAID SHIRTS**

Easy-care shirts of warm  
cotton flannel by famous  
Dan River... priced extra  
low! Permanent stays keep  
collar neat. Choose color-  
ful, bright plaids. 6-16.

**1.33**  
REGULAR 1.69



**2-LB. FRUIT CAKE**  
**SEALED IN SMART HOLIDAY TIN**

Tremendous value at this  
low Ward price! Home-  
style fruit cake with delicious  
chunks of fruit and nuts in  
rich golden egg batter. Tin  
preserves moistness, flavor.

**88¢**  
NO LIMIT

**SAVE OVER 30%!**

**TWO HIGH-FAVOR  
POLE-TYPE LAMPS,  
REGULARLY 15.95**

**10.88**  
EACH  
save \$5

UL-LISTED

Milk glass globes fit  
Early American decors;  
enameled pole, brass-  
finished center, cups.  
Modern lamps 15 1/2"  
sq. table with walnut-  
finish plastic top and  
brass band on the edge.  
Pole and shades also  
brass-finished. Walnut  
finials. Both lamps  
have 3-way switches.



**GIRLS' 69¢ SOCKS**  
Big sale on nylon stretch  
knee-hi socks, in happy fall  
colors. Sm. 6-7 1/2, Med.  
8-9 1/2. **2 pair 99¢**

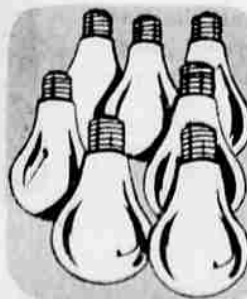


**MEN'S ARGYLE SOX**  
Reg. 79¢ pr. Supima cotton  
reinforced with nylon at  
heel, toe for longer wear.  
Sizes 10 1/2-13. **55¢ pr.**



**45 RPM POP HITS  
BY TOP ARTISTS!  
10 for 88¢**

Enjoy your favorite ar-  
tists singing and play-  
ing your favorite tunes!  
Famous names and  
famous labels!

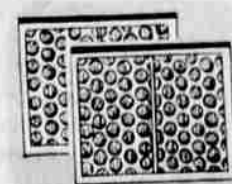


**WARDS LOWEST  
PRICE EVER!  
8 for \$1**

60W and 100W light  
bulbs... frosted inside  
to cast soft illumination.  
Pre-tested to assure  
top quality.



**SHADE, 50¢ OFF!**  
2.29 shade of washable,  
translucent cotton muslin.  
On quality steel roller.  
White, 37 1/4" x 6'... **1.78**



**FURNACE FILTERS**  
Reg. 79c Fiber glass traps  
dust, keeps air clean. Pop-  
ular 1-in. sizes—14x25" to  
20x25". Ea. .... **49¢**

**AT MONTGOMERY WARD WE PROMISE YOU "SATISFACTION OR YOUR MONEY BACK"**