

SALE

Storewide! We've scoured the market for top values, smashing low prices. All fresh, new!

MONTGOMERY WARD

DON'T MISS THIS BIG CHINA EVENT!

14% to 39% off! Choose from wide, wonderful variety of styles, colors.

CHINA—\$6 to \$21 OFF! Wards open stock patterns

REG. 47.95 "INDORE"
STYLE HOUSE CHINA

28⁸⁸

57-pc. set
No money down

98-pc. set, reg. 79.95...58.88

Traditional Indian Tree pattern in earth-tone colors, 22K gold trim. Fine imported china, translucent yet amazingly durable. 57 pcs. serve 8; 98 pcs. serve 12. Guaranteed to be in open stock for at least 3 years. Other patterns (not shown) also sale-priced!



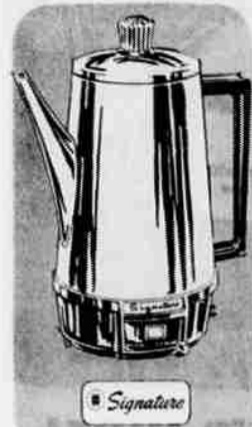
RIMLESS SHAPES, CLASSIC DESIGNS

A "Miniver" discreet bloom; rim of 22K gold. 42.95, 57 pcs. **36.88**
B "Juliette" stylized sprays, 22K gold rim. 69.95, 98 pcs. **58.88**



PLATINUM-EDGED, DEEP-BORDERED

C "Largo" has wired border, hint of color. 62.95, 57 pcs. **48.88**
D "Damask" soft blue border, floral design. 99.95, 98 pcs. **78.88**



Signature

PERFECT COFFEE WITH SIGNATURE!

13⁸⁸
REG. 16.95

Stainless steel flavor protection. Automatic flavor control, signal light. Plastic top. 3 to 10-cup capacity.

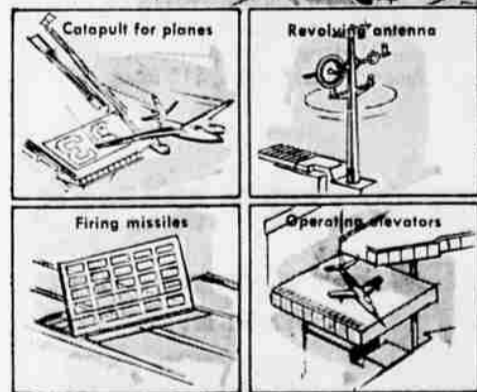
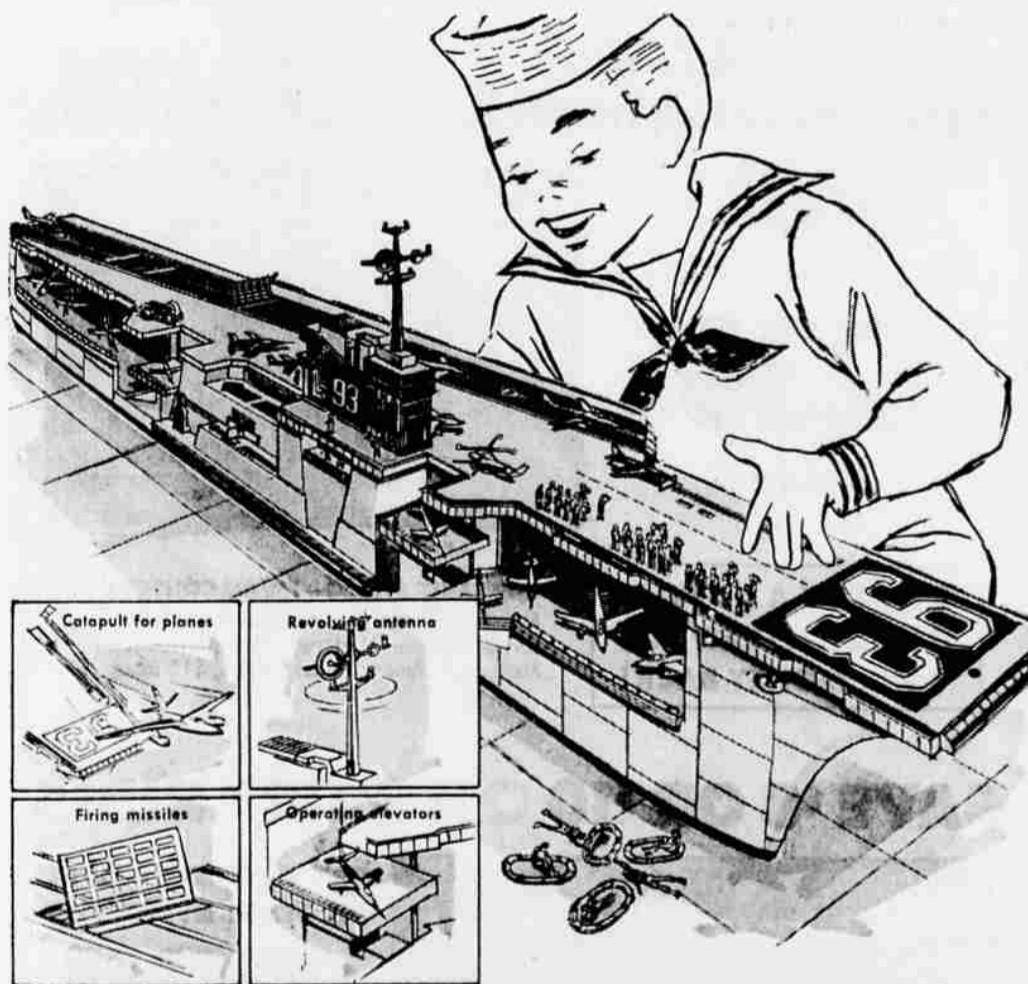


Signature

SPACE SAVING COMBINATION!

14⁴⁴
REG. 17.95

Signature electric can opener, knife sharpener combination. Stainless steel cutting wheel. Opens any size can.



BIG 32% PRICE CUT!

MIGHTY MATILDA—QUEEN OF THE TOY FLATTOPS

Big, bustling—35" from bow to stern! Take command at her operating panel. Switch on the power—hidden wheels nose her ahead. On deck, her 100-man crew stands ready; overhead revolving radar antenna tracks enemy. Enemy sighted—sound the alarm! Zoom 12 pursuit planes off her catapult! Launch 4 surface-to-air missiles from rocket batteries. Lift 9 bombers, 4 helicopters to flight deck with twin elevators. Even catch returning planes with arresting gear! You saw it on TV! Have it for hours of family fun!

7⁹⁹
Reg. 11.88
Over 130 pcs.
Battery-run



DOLL SALE!

WARDS NEW 16" CUDDLE BABY DRINKS, WETS...CRIES, TOO

4²⁹
Reg. 4.95

Sweet as candy, dimpled, too. We call her "Sweetums," so will you! Tears well up in her big moving eyes—roll down her chubby cheeks. Skin-soft vinyl body, rooted pixie hair. With candy-stripe rompers; bottle; cane.



Signature

10-PC.* SET, \$7 OFF!

SIGNATURE PRESTIGE COOKWARE

Waterless—easy to clean! Carbon steel between 2 layers stainless steel. Includes 1, 2, and 3-qt. sauce pans; 5½-qt. Dutch oven; 10½" skillet—all with covers.

23⁸⁸
REG. 30.95

*INCLUDING COVERS



PORTABLE, \$9 OFF!

84-CHARACTER SIGNATURE "400"

Big-machine features; full-size keyboard. Sets, clears tabs automatically, adjusts keys to individual touch. Pica or elite type; 2-tone finish. Luggage-style case.

59⁸⁸
REG. 68.95

PLUS M.E.T. NO MONEY DOWN

DON'T WAIT! BUY AT WARDS NOVEMBER SALE PRICES. YOU'LL BE GLAD YOU DID.