

SHOP FOR CHRISTMAS GIFTS IN WARDS BIG STOREFUL OF VALUES AND GIFT IDEAS

MONTGOMERY WARD

WARDS IS ALL
AGLOW ABOUT
CHRISTMAS!

**WARDS
BELLRINGER
SALE**

WARDS IS THE PLACE TO BUY
GIFTS! WE'RE BRIMMING OVER
WITH CHRISTMAS IDEAS, VALUES

90" LONG! \$5-\$10 OFF! automatic blankets

**100% ACRILAN®
AND GUARANTEED!**

22⁹⁹
Reg. 27.99
twin, single
control

Wards finest Style House automatic blanket, of luxurious Acrilan acrylic, has 6" extra length for tuck-in. Keeps its fluffy surface with "Nap-Seal", a permanent finish to minimize shedding, pilling. Easy-dial control; snap-fit corners at foot; 8 lovely colors.

29.99 full, 80x90", single control... **24.99**
33.99 full, 80x90", dual control... **28.99**
59.99 king, 108x90", two controls... **49.99**

SPECIAL 5-YR. GUARANTEE

Wards will replace this fine blanket and control FREE, if defective, within first two years, repair it FREE for an additional three years.



ALL SALE-PRICED!

90 SIZES AND COLORS

Length	48"		72"		90"		120"		144"		192"	
	Reg.	Sale	Reg.	Sale	Reg.	Sale	Reg.	Sale	Reg.	Sale	Reg.	Sale
45"	7.98	6.44	13.98	11.88	17.98	15.24						
54"	8.98	6.88	13.98	13.58	19.98	16.88	23.98	22.88	30.98	25.88		
84"	9.98	7.88	17.98	15.24	23.98	19.88	30.98	25.88	33.98	29.88	30.98	42.88
93"											35.98	46.88

Allow 3 weeks for delivery on special order sizes.

SAVE! FIBERGLAS®

STYLE HOUSE DRAPERIES IN 90 SIZES, COLORS

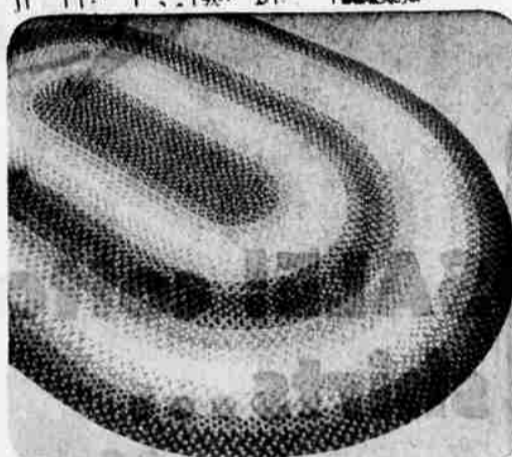
- Wards finest quality Fiberglas now reduced \$1 to \$9 a pair
- All-glass fabric washes with ease; never, never needs ironing

Elegant draperies that add richness to any decor, and now at pre-holiday savings! Soft, new texture is gentle to the touch, hangs in graceful folds. And because they're all glass, they'll keep their like-new shape and color—won't shrink, stretch or fade. In MW Style House Thrush Beige, Coin Gold, Bitter Green, Capri Blue; also sand.

*Owens-Corning R.T.M.

7⁸⁸

Reg. 9.98, 48x84" pr.



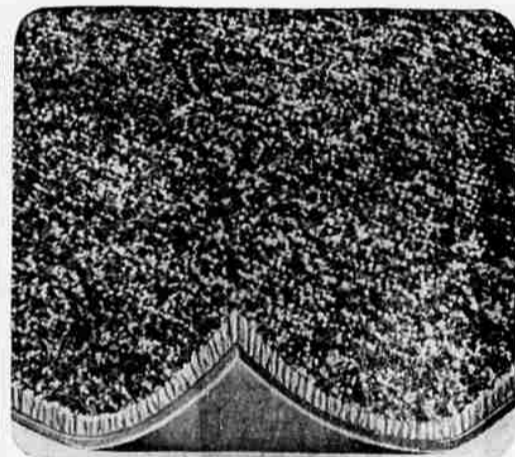
REVERSIBLE OVAL
SAVE 5.07! COLORFUL 9x12" RUG

Colonial classic complements your accessories! Reverses for twice the wear, half the cleaning. Strips tightly sewn. 5 warm colors. Others: 22x44" to 10x14".

32⁸⁸

Reg. 37.95
NO MONEY DOWN

*All oval rug sizes are approximate.



SAVE OVER \$10

9x12' NYLON PILE FOAM-BACK RUG

Practical, durable rug takes traffic in its stride. Rich colors remain clear, nylon pile stays springy. Needs no pad. 2 solids, 4 rich tweeds. Other sizes: 6x9' to 12x18'.

29⁸⁸

Reg. 39.95
NO MONEY DOWN



**PRINTED TOWELS
MAKE GAY GIFTS**

2 for **88^c** REG. 59^c EA.

Holiday dress for kitchen or bath, or charming as "little gifts." Assorted patterns and colors; about 16x28".



**LIGHT-HEARTED
HOSTESS APRONS**

2 for **1⁸⁸** REG. 1.29 EA.

Stripes or polka dots, patterned or plain... take your pick! Many colors and styles, all delightful as gifts.



**TOWEL SETS IN
GIFT PACKAGES**

2⁶⁶ REG. 2.99

Two checkered towels and two figurines in a wooden shadow box. Many other gift boxed sets in assortment.



**GIFT SET FOR A
FAVORITE COOK!**

1⁷⁸ REG. 1.99

White polished cotton apron perily trimmed with pink butterfly. Matching hot mitt. A welcome gift for Mom!



JUST SAY "CHARGE IT" AT WARDS. PAY IN 30 DAYS OR EXTEND PAYMENTS

