



Wards Southfield Store ONLY  
Telegraph at 12 Mile Rd.

# A Bit of a Mystery-

# A WHALE of a Discount !

**MONTGOMERY WARD**  
Southfield Store Only  
Telegraph at 12 Mile Rd.

Friday, July 12  
Saturday, July 13

**MYSTERY DISCOUNT SALE\***

Dear Friends:

How would you like to have a discount of 10%, 15%, 20% or 25% on all purchases\*... (except Catalog orders made on Friday and Saturday, July 12 and 13. The Southfield Ward Store has decided to make these special shoppers days available to you.

NOW PLEASE READ THIS CAREFULLY. Your Southfield Wards Store has a sealed envelope in their Shoe Department which contains your Mystery Discount (only one to a family). Every sealed envelope will contain at least a 10% discount on any merchandise in any department that you might choose on these days. THIS ENVELOPE MUST NOT BE OPENED UNTIL AFTER YOU HAVE MADE YOUR PURCHASES ON FRIDAY AND SATURDAY, JULY 12th and 13th. If the envelope has been disturbed you will forfeit your discount privileges.

Now, here is all you have to do to obtain discounts ranging from 10% to 25% on all merchandise\* purchased by you or your family on Friday and Saturday, July 12th and 13th, in the Southfield Wards Store.

Before making any purchase, choose your lucky Mystery Discount Envelope in our Shoe Department; then proceed to make your purchases. Remember, you will automatically receive a 10% discount on each purchase. BUT your envelope may contain as MUCH as a 25% discount! WHEN YOU HAVE COMPLETED ALL OF YOUR TRANSACTIONS, THE LAST PERSON SERVING YOU WILL OPEN YOUR ENVELOPE AND SHOW YOU YOUR DISCOUNT. IF OVER 10% IS IN THE ENVELOPE, YOU WILL BE DIRECTED TO A CENTRAL CASHIER'S BOOTH FOR YOUR IMMEDIATE ADJUSTMENT.

Example Charge Purchases	
Entry Purchase	\$1.50
Discount credit 25%	\$0.38
Only billed for	\$1.12

Example Cash Purchases	\$10.00
10% Discount	\$1.00
Final Payment Due	\$9.00

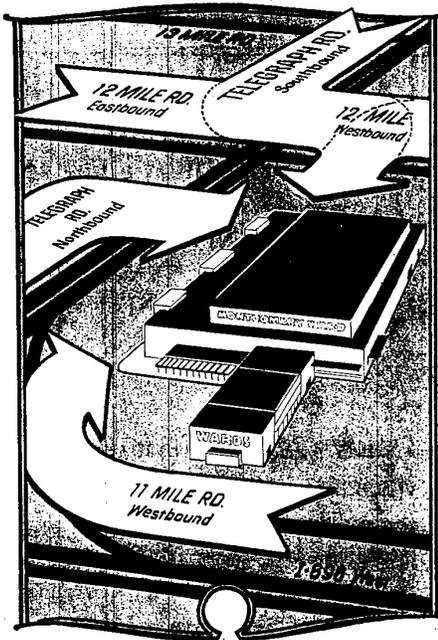
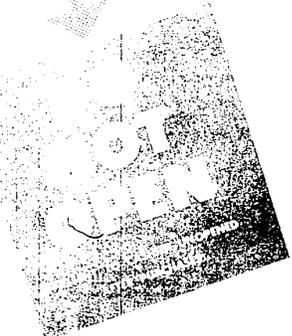
Remember, every envelope contains at least 10% discount on any merchandise\* in any department purchased on Friday and Saturday, July 12 and 13 in the Southfield Wards Store.

We of the Southfield Store feel and believe that this special event is another great service to you of our neighboring communities.

*Harry Davidson*  
Your Montgomery Ward Store Manager  
SOUTHFIELD STORE

\*EXCEPT A FEW FAIR TRADE ITEMS, LABOR OR LEASED DEPARTMENTS, CATALOG AND ADVERTISED ITEMS, ALREADY SALE PRICED

Get here Tomorrow  
for the Gift Surprise  
of Your LIFE  
Details are in the  
Letter printed above



**SOUTHFIELD STORE ONLY TELEGRAPH AT 12 MILE RD.**

FRI., 10 A.M. TO 9 P.M.  
SAT., 9:30 A.M. TO 9 P.M.