

Wards' Catalog Has Everything

Six and three quarter billion pages of illustrations and descriptions of merchandise are being mailed to the United States during January as Montgomery Ward presents its 1967 Spring and Summer catalog for public inspection.

J. B. McCoy, manager of the Wonderland Center Ward store, reports that Wards has attempted to hold the line on prices and has succeeded in doing so except for the products where material or labor costs increased substantially during the past six months.

McCoy said most of the merchandise being offered, whether Easter hats or summer camping equipment, already is in company warehouses across the country, ready for immediate delivery to customers.

The new catalog includes more than 120,000 merchandise items ranging from the newest spring and summer fashions to the largest assortment of popular camping, fishing and recreational equipment ever presented in a Montgomery Ward catalog—43 pages featuring 18,000 items.

"In every line," McCoy said, "Quality, top value and the most wanted features have been given priority."

For modern electronic living, Wards offers radio-intercom systems and push button transistorized transmitters to open and close garage doors and turn on and off garage lights. For city apartment dwellers, the catalog offers an electric fireplace with non-burning logs that flicker like real burning logs and the complete unit can be installed with one wall bolt in 15 minutes.

More pages of consumer information provide advice on the proper care and use of new fabrics, instruction on how to specify correct sizes in ordering women's, men's, and children's clothing; explain how customers can conveniently order by phone, by mail or through catalog and retail stores, and emphasize Wards policy of providing customers with

"Satisfaction guaranteed or your money back."

Among the featured items in the catalog's outdoor sections are the largest selection of camping equipment ever offered. One newly designed hardtop camp trailer is four feet high, sets up in minutes, sleeps four and provides 48 cubic feet of storage space.

From the assortment of 22 tent styles, customers have the choices of room tents, hi-wall tents, umbrellas, tents, frame tents and Children's backyard play tents.

Free Hearing Aid -Trial

If you're one of those "difficult" cases... if you're not sure you really need an aid... or if you're just plain skeptical.

Come and see us!

New "In-the-ear" models, fashionable eyeglasses, power aids... It does not matter... we'll adapt to your wishes, your needs.

We can make this offer because Audivox, with its Computer Analysis, has finally taken the guess work out of Hearing Aid fitting.

Our "Free Trial" offer is proof of our confidence in this exclusive process and backed by an iron-clad money back guarantee of any deposit... good unconditionally for a full two weeks. If a sincere effort to help the Hard of Hearing public will be made, it will be made by Audivox, the Hearing Aid expert.

Please, write or come in. We'll be at your service.

AUDIVOX
Of Wonderland
Jim R. Coffron
Certified Hearing Aid Audiologist
WONDERLAND CENTER
near Fashion
Phone 261-2610

WONDERLAND CENTER
Plymouth at
Middletown Road
BEAUTY SALON
2nd Floor, Phone RA 7-1600
USE YOUR CHANGE



INFLATION?

No! We've reduced beauty prices!

Some high quality beauty services but at greatly reduced prices throughout the month of January. Call for YOUR appointment NOW!

REG. 10.00
PERMANENT... 5⁹⁵
complete including shampoo and set

REG. 15.00
PERMANENT... 7⁹⁵
including haircut, shampoo and set

SLIGHTLY HIGHER FOR TINTED HAIR
MONDAY, TUESDAY, WEDNESDAY ONLY

REG. 3.50 SHAMPOO SET 2²⁵	REG. 8.50 CLAIROL TINT 6²⁵
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actual prices slightly higher

WARDS WEEK-END WONDERS

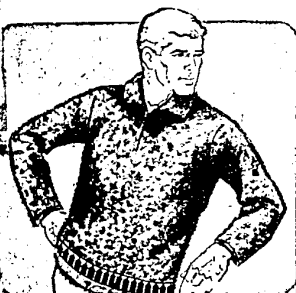
SPECIALLY-SELECTED ITEMS FOR
WEEK-END SELLING ONLY!
HURRY! QUANTITIES ARE LIMITED!

MONTGOMERY
WARD

OPEN 10 A.M.
TO 9 P.M. DAILY
SAT., 9:30 TO 9
SUN. NOON TO 6

PLYMOUTH AT MIDDLEBELT
CA 7-1600

4 BIG DAYS!
★ THURSDAY
★ FRIDAY
★ SATURDAY
★ SUNDAY



Zip-up pullovers of
rich, fleecy Orlon®

Comfort? There's no end to
it in this plush, fleecy sport
shirt of Orlon® acrylic pile.
Indian braid trim. Popular
colors. Men's sizes S-M-L.

4⁸⁸
Reg. 10.99

9-pc. TEFLON COOKWARE SET—SAVE!

REGULAR 16.99

W!
W! **12⁸⁸**
W!

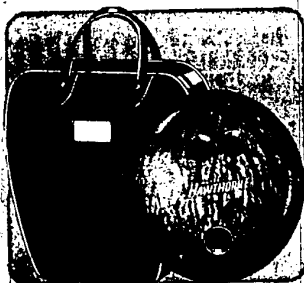
Just say "CHARGE IT!"

Wards best! Extra-heavy aluminum with double
Teflon® lining; food never sticks, pans need no
scouring. 1-2 quart saucepans, 5-qt. Dutch oven,
all w/lids; 10" skillet (uses lid of Dutch oven);
non-mar nylon spoon, spatula.



Dutch oven cover
also fits 10" skillet

SPOON
SPATULA
INCLUDED



\$5 off! Polyester
plastic bowling ball

Knock down more pins with
extra-hard action surface!
Meets A. B. C. tournament
specifications. Charcoal
only. 16-lbs.

Reg. 21.99

16⁸⁸
Reg. Extra

Pick from three styles! Men's warm winter jackets

Reg. \$15.99

6⁸⁸

• Warmly lined, high-style
jackets.

• Zipper and button closures
included.

• Broken sizes 36-42.

Save more than 1/2 on a
select group of men's win-
ter jackets in plaids and
solids. Pile-lined for full
comfort, tailored for action
wear. Hurry for best choice!



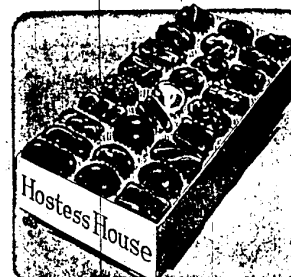
SAVE! BOYS' SHOES

Reg. 7.99 and 8.99

4⁸⁸

"Living-leather" stays
new-looking, outwears
other leathers 5 to 1.
Long-wearing PVC sole,
heel. Sizes 3 1/2 to 7.

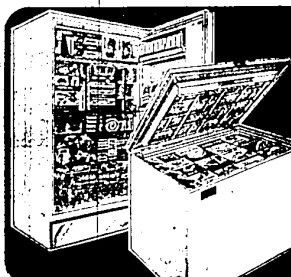
*Using Formula 2,1000 Leather



Treat! 5-lb. box of
our fine chocolates

Too good to miss! This
Hostess House assortment
boasts hand-dipped con-
dies in 23 varieties includ-
ing every center imagin-
able!

4⁹⁵
Reg. 5.95



Your choice! Wards
15 cu. ft. freezers

• CHEST holds 525 lbs.; 2
dividers; lift-out basket
• UPRIGHT stores 525 lbs.;
roll-out basket, 4 fast-
freeze shelves, drain

\$159
Reg. \$199

Girls' knit hats

Warm, colorful knit caps
in a wide selection of
patterns and styles! Shop
and save!
W! W! W! Special!

66¢

Deluxe family-size capacity washer

• Eight pushbutton cycles
• 4 speed combinations
• Heavy-duty 1/2-HP motor
• Porcelain top and lid
• Color, \$10 extra

\$159
Reg. \$229

