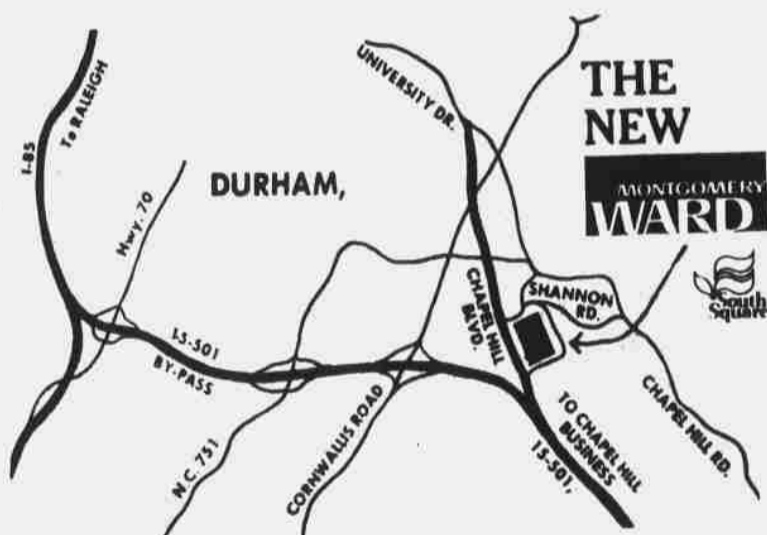
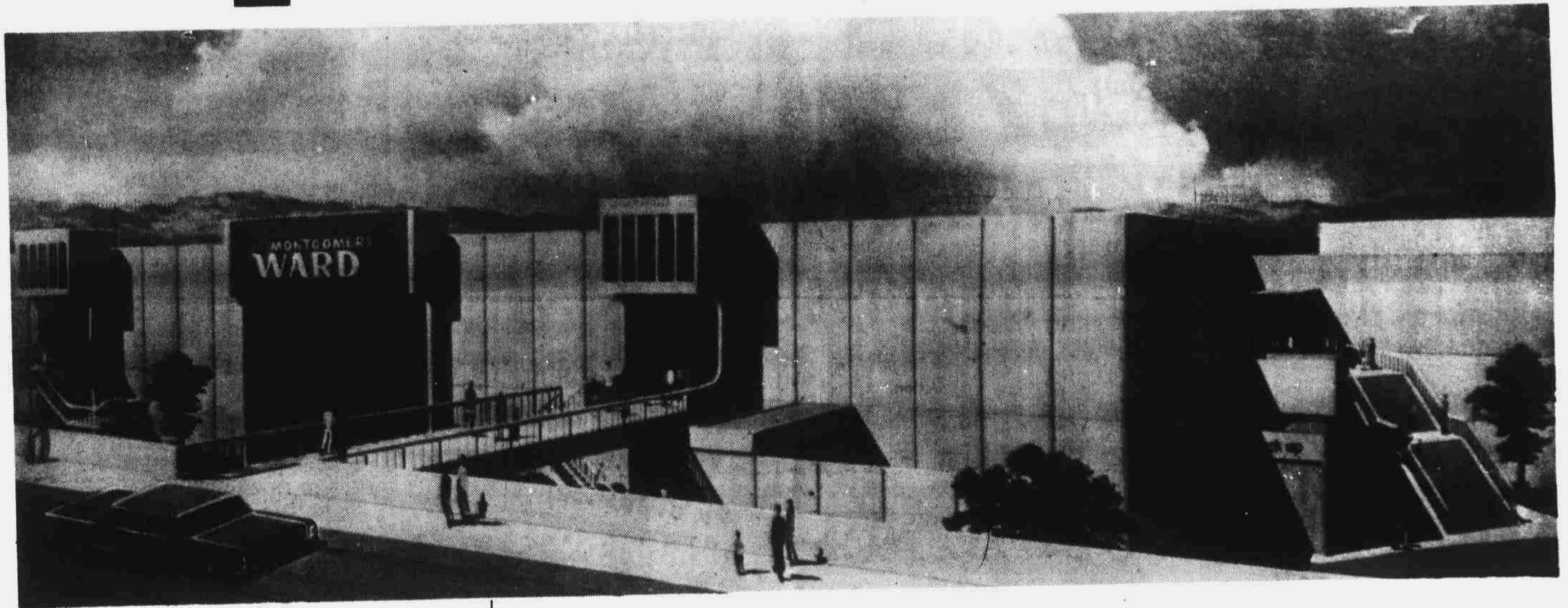


MONTGOMERY
WARD

Sale starts Thurs. Feb. 19

Now in Durham!
Our beautiful new South Square
store opens 10 A.M. Thursday

Wards Grand Opening Sale.



We're just minutes away.

Ward's is conveniently located in South Square, just off the 15-501 bypass... only minutes away from anywhere in Durham or Chapel Hill.

Phone 493-3511 ... from Chapel Hill 967-1800

Oh what we've got in store for you at the new Wards!

Hello, Durham! We're proud to be your new neighbor. We're having a little housewarming on February 19. Why not drop by and get acquainted?

We're proud of our new store and we hope you'll like what you see. Inside its beautifully modern exterior you'll find more than fifty departments and shops, stocked and serviced the way we thought you'd want them to be. Fashions for the entire family, home furnishings, home improvement equipment, hardware, housewares, sporting goods, major appliances. Plus a lawn and garden shop and an automotive center next door. It's all right here at South Square Mall.

But what's a department store without services? Custom decorating services, delivery and installation of major purchases, appliance and jewelry repair, a beauty salon, a buffeteria. They're only a few of those we offer. There are credit and lay-away plans, too, to make shopping at Wards as convenient for you as possible. And customer satisfaction has been our policy since 1872.

Here's to the beginning of a long, neighborly relationship between Durham and Montgomery Ward!

APPLY FOR A CHARG-ALL ACCOUNT FOR CONVENIENT CHARGE CARD SHOPPING AT MONTGOMERY WARD

What's new? Come and see.

MONTGOMERY
WARD spirit of value **76**