

Roseburg, Oregon
Phone 95

Montgomery Ward

PROOF OF EXTRA VALUE Sale

Top Quality

**SWEATER SETS
REDUCED FOR
4 DAYS ONLY
3.77**

Compare to 4.98

A big special buy brings you our all-wool cable-stitch slip-on and matching cardigan, both for this one low price. Hurry in, when these are gone there'll be no more at the price. Sizes 34-40.



A Budget Buy!

**NOVELTY RAY-
ON PAJAMAS
PRICED SO LOW
2.98**

Butcher boy style

Pretty enough for lounging! Adorable styles in florals and polka dots—daintily trimmed. Rayon crepe—full cut to Ward's specifications. Buy several at this low price! Sizes from 32 to 40.



Budget Priced

**1.98 KNIT
SLEEPERS—
EXTRA PANTS!
1.66**

3-Pc. Buy . . . Sizes 1-4

Save on warm, practical sleepers now! Two pairs of pants with elastic backs; gripper fastener closing down back. Double sole feet. Full cut throughout. Choose pink, blue or maize!



Warm Fur Collar

**RAYON AND
COTTON TWILL
BOMBER JACKET
8.98**

100% Alpaca Lining

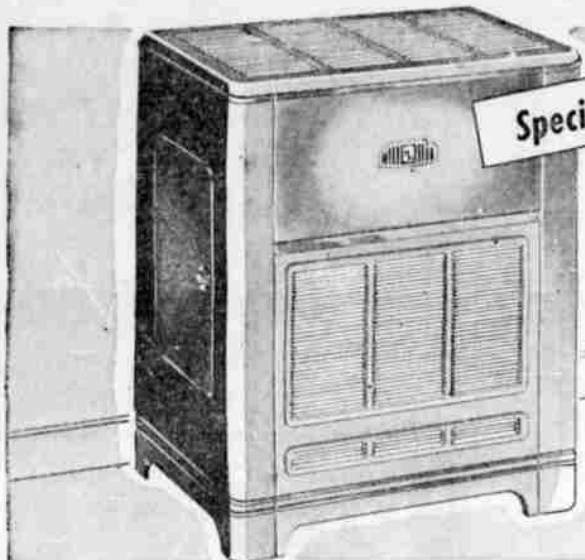
Handsome to look at, comfortable, sturdy and priced to please! Grey-dyed lamb collar seals warmth in . . . keeps chills out! Snug rib knit cuffs, waist. Green, maroon, taupe or brown. 6-18.



**MEN'S 79c SHORTS—ANY TWO FOR
1.19**

All sizes

Buy 2 for extra savings now! New front-opening boxers, yoke styles—all with Gripper fasteners. Sanitized broadcloth—less than 1% shrinkage. Stock up!



Special Offer!

**14.95 THERMOSTAT
WITH M-W OIL HEATER
8.89⁵**

10% down on terms, Balance Monthly

- Thermostat maintains even heat!
- Just set it . . . and forget it!

This sale only . . . get thermostat at no extra cost! Enjoy circulated warm air all the time without worry! Not just a stove, but a complete circulating heating plant for up to 5 average rooms. M-W gives 22.6% more heat—proven by impartial laboratory tests! Other exclusive features to save you money.

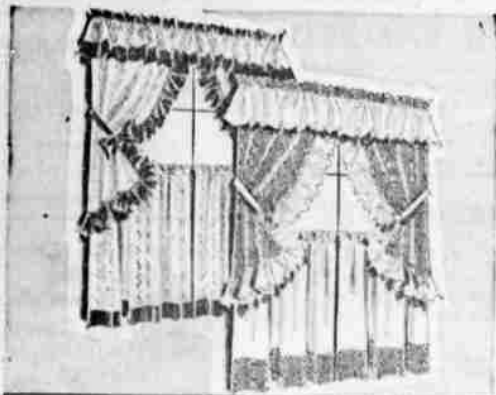


PADDLE INCLUDED IN SALE PRICE

No finer flat wall paint made! It's very scrubbable. It's self-sealing; no primer needed. Easy-to-use; 1 coat covers 14 colors. • 3.49 GAL. 2.88

1.08

Sale price, quart



PLASTIC COTTAGE SETS!

Two exceptionally attractive cottage sets . . . now sale-priced! Bright plaid design and charming solid-color, bow-tie set! Red, blue, green and gold.

1.39



All Cut 20%!

**FINE DINNERWARE
YOUR STYLE & PRICE!**

3.80 to 17.20

20-pc., 22-pc., 53-pc., sets

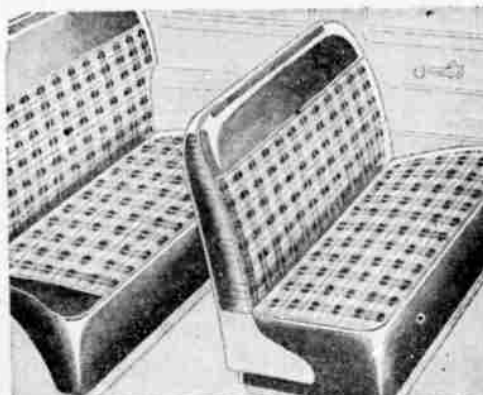
- Fine Semi-porcelains, "Eggshells"
- Prints, Solids, Hand-Painted Beauties

5.50 "Blue Willow" For 4 3.80

11.50 "Blue Ridge" 8.40

19.95 "Madairo," 15.00

22.50 "Cashmere" 17.00

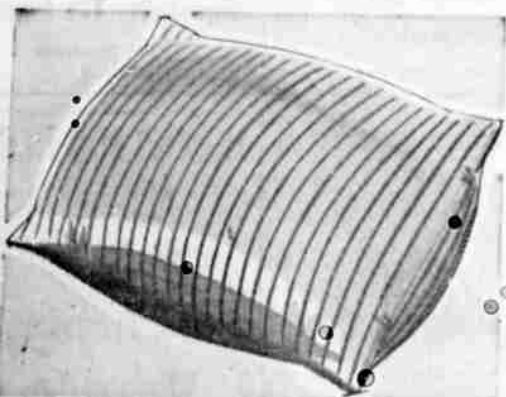


REG. 16.95 BEST FIBER COVERS

Beautiful plaid pattern! Extra heavy fiber resists soil, fading, wear! Cleans easily! Fits smooth!

15.45

Set of 2



SALE! CHICKEN FEATHER PILLOWS

Plumply filled with 100% hen feathers, crushed for greater comfort. Long-wearing, woven-striped tickle.

1.29

Full size 20x26". Buy a pair, save!

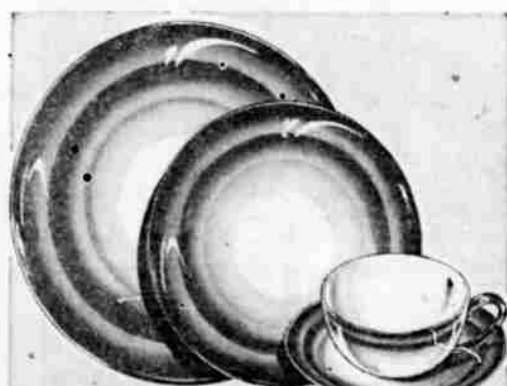


WARDS "RED HEAD" SHELLS

No finer shells made! Reliance for medium range, or hard-hitting Long Range shells. Only DuPont Hercules smokeless powder used. All gauges, from

2.40

Box of 25



A 16-PIECE SET OF MOJAVE!

Only at Wards is this new dinnerware available! Hand-painted under the glaze. For this price you get 4 cups, saucers, dinner plates, salad plates.

8.95

16-piece set



**VITALIZED OIL
SALE 2.10**

2-gal. can Fed. Tax incl. Premium Grade—None finer, why pay more! Buy now, SAVE!

• Reg. 1.45, 5-qts. 1.29



**REG 45c SPARK
PLUG 33c**

Buy a set! Can't be beat at any price! Gives new pep, power—quicker starts! Extra gas savings!



**REG. 1.65 COTTON
SWEATSHIRT 1.47**

Men's, Boys' Sizes For school, sports, work! Silver grey; rib knit trim. In Wards Sporting Goods Dept.