

ROSEBURG, OREGON

PHONE 3-5553

Montgomery Ward

# WARD WEEK

WARDS BIGGEST SALE OF THE YEAR ENDS SATURDAY DON'T MISS THIS CHANCE TO SAVE



REG. 2.98 LOVELY, LACY TRICOT RAYON GOWNS AT A SAVINGS

See for yourself what a wonderful buy these are!

**2.68**

So pretty, so practical! A bevy of beautiful styles to choose from, all with more than generous lace trims. They'll wash in jiffy-quick time, need no ironing at all! Run-proof—their soft draping beauty will last. Assorted lovely pastels. Sizes 32 to 40.



SALE KNIT SHIRTS 1.68

Compare at \$2 big, colorful assortment

Our biggest, fastest-selling line—cut priced just for Ward Week. Compare them in styling, color, variety and tailoring with shirts you've seen selling as high as \$2. Choose from screen prints: tropic patterns, woven jacquards, all-overs and chest stripes. Some even have luminous yarns that glow in the sunlight. All have snug ribbed-knit waists and collar bands. All hand-washable. Choose yours now while the assortment is complete.



STOCK UP! FULL CUT CHAMBRAY SHIRTS WITH TRIPLE SEWN SEAMS!

Ward's own Homesteader! Sanforized—1% shrinkage

**1.38**

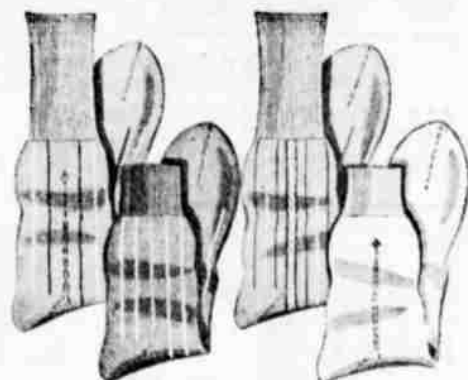
Men—stock up now on Homesteader blue chambrays—made for long wear and comfort. Tough cotton chambray, cut full for action. Longer, fuller tails give you plenty of tuck-in. Non-rip sleeve facings, securely anchored buttons, 2 roomy pockets. Buy several and save!

1.29 CRINKLE CREPE 1-PC. SLEEPER 2-8

**1.14**

10 Days to Save

Ideal for warmer weather. Easy to wash, this crinkle cotton style needs no ironing. Gripper fastened front. Elastic drop seat. In blue, maize or pink for little boys and girls too. Save now.

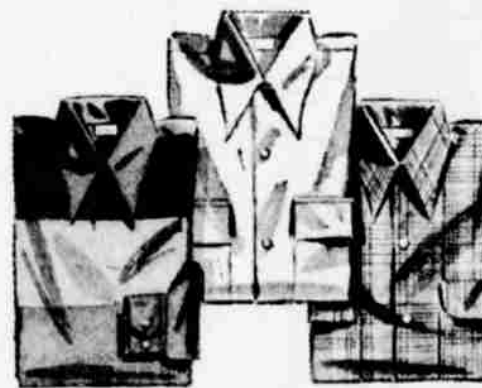


RAYON DRESS SOCKS FOR MEN

If you're hard on socks just try these sturdy beauties of fine Dupont rayon and cotton—double soles plus reinforcements! Neat knit-in pattern

3 Pair **\$1.00**

Sizes 10 to 12



MEN'S SPORT SHIRTS! 3 STYLES!

Three of our best sellers! New rayon teca pullover with knit waist, button-front styles in pastel poplin and plaid broadcloth. Washable. All men's sizes.

**2.98**

All washable!



BIG SELECTION! BRENT SHIRTS

Newest patterns and pastels, plus gleaming white broadcloths—all with Brent's "Collar-od" fused collar. Sanforized and vat-dyed. All sizes.

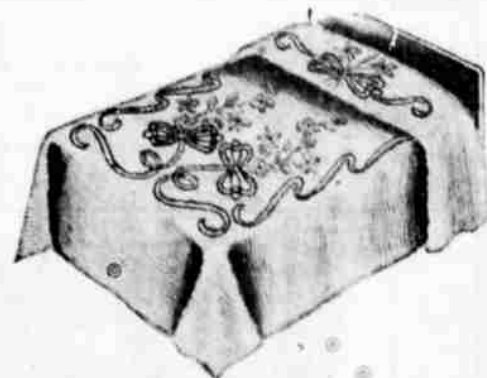
**2.38**

REG. 1.98 FULL CIRCLE SKIRTS 7-14

**1.78**

Crisp Cotton Fabric

Unusual enough to find a full circle skirt at 1.98... here they are reduced, but for this sale only. A fine assortment of cotton fabrics in bright novelty prints, all washable.



SALE! 7.98 CHENILLE SPREADS

Your choice of magnificent florals or popular "Wedding Ring" pattern—white, pastels and decorator deep tones included in this sale group. Shop early!

**6.99**

Full and Twin

SAVE ON WARDS DENIM JEANS REGULAR 2.39

**2.28**

Sanforized\*

Ward's 8-oz. blue jeans are outstanding for wear. Full cut with back yoke, two back pockets, copper rivets. A real buy at this special price. Waist sizes 22½-34. \*1% max. shrinkage!



**6.94**

WITH NEOPRENE CORK SOLES!

Red Boots, with neoprene soles that resist oil, gasoline, acids and caustics that destroy ordinary soles! Brown elk-tanned leather uppers, storm welts.

Sizes 4 to 12