



ANNIVERSARY Value EVENT

For four generations men and women in every part of America have learned to know Montgomery Ward as a name they can trust. They've learned, for 73 years now, that Montgomery Ward means GOOD, RELIABLE QUALITY... AT A PRICE THAT SAVES THEM MONEY. A few of the many fine values being offered at our regular low prices are shown here. Shop early for all of your needs.

Save on Your Coat or Suit!

Important Styles!

Every One Pure Wool See Them!

Isn't it amazing? Such new, exciting styles... and such small prices! Suits with clever pocket and style effects. Coats with new lapels, flange shoulders. And the fabrics... smooth sueded and fleeces; or smart twills, crepes, monotonies and checks in top notch colors. 10 to 20.

24.75

WARDS HAVE THESE SOFT ALL WOOL
Carol Brent

Slip-on Sweaters

Warm as ever, fine as ever... in top quality pure wool. Long, boxy and dipped in the best Fall colors. Sizes 34 to 40.

3.98



\$24.75

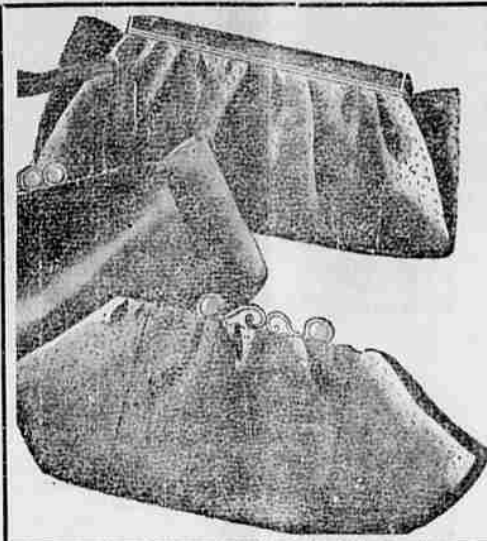


\$24.75

Girls' Fleece Coats

12.98

Sizes 7 to 14
14.98 Sizes 10 to 16



HANDSOME STYLES!
BUDGET PRICES!

New Handbags

2.98

Plus 20% Fed. Tax

Surprised! Who'd ever expect to find such exciting new styles, such soft simulated leathers, such superior workmanship at this practical low price? Rich fall-fashion colors and serviceable black and brown.



Sizes 7 to 14
Girls Slip-on Sweaters

2.98



Skunk-Dyed

Opossum Coats

"So very expensive looking... so smartly styled!" That's what smart women from coast to coast are saying about Wards famous greatcoat! It's a top-notch favorite... at Ward's low price! Compare! You'd pay up to \$79 elsewhere! Buy it on our convenient payment plan.

Carol Brent

CONEY COATS

Wear it boxy... wear it fitted... the inside tie makes the change-about in a jiffy. It's saddle-blended by Holland, America's finest dyer of furs. Smart looking, deep luxurious cuffs. Sizes 38-44. Terms.

***59.50**

Worth \$79

***77.00**

Worth \$100

Boys' 32-oz. Wool Jackets

MADE FOR RUGGED WEAR!

Made extra heavy... (15% new wool and mohair, 85% reused wool). A combination of warmth and wear. Half belt in back, two pockets. Sizes 8 to 18.

3.98

Boys' Part Wool Coat Sweaters, size 4 to 10... \$1.98

Boys' Western Embossed Belts 50c — \$1.00

Boys' Reversible Coats, Size 4 to 10... \$8.98

Boys' 100% Wool Worsted Coat Sweaters... \$2.98

Men's Wool Jackets

Brown, blue, green and matoon plaids. (23% new wool, 77 reused wool. Four large front pockets; large lined rear pocket. Heavyweight! Lined!

11.95

Men's Sport Coats... \$14.75

Sanforized Sport Shirts... 3.98

Fine Dress Hats... 5.00

Pleated Shop Caps... 49c

Leather Jackets \$12.98 to \$18.95

Many Other Values in Our Men's and Boys' Dept.



\$3.29



Ration Free PLAY SHOES

Shown Above **3.29**

Sturdily Built

CHILDREN'S SHOES

Oxfords with scuff tips, rugged brown moccasin styles or white plain toe boot... for youngsters of every age.

2.19 and 2.98

8-inch Lace-to-Toe
WORK SHOES

Oil tanned with oak leather main sole, black rubber top sole. Nailed and sewed for long wear.

6.98



\$2.98



\$2.29



\$2.98

\$2.19

USE YOUR CREDIT...

A monthly payment account may be opened with any purchase (or group of purchases) totaling \$10 or more.

Montgomery Ward

MANY OTHER VALUES...

Shop in our catalog department for speedy service on many lines of merchandise not in our store stocks.