

## Pre-Thanksgiving

 CaxisaleFriday and Saturday
Our Complete Stock of Regular $\$ 24.75$ and $\$ 29.75$ Coats Reduced to

## 57750

Amazing Values at This Price Lavishly Fur Trimmed

Rich, lustrous, precious furs, and wonderful woolen fabrics in the new crepe, rough weave
and boucle type. Styles that and boucle type. Styles that that are within the reach of all. Colors: Navy, Black, Brown and Loganberry.

We have just 22 coats in the following sizes: four 14 , seven 16 , five 18 , one 20 , one 38 , two 42, two 44. If your size is in this group it will pay you to come at once, as these coat will not be here long at this

## $\$ 22^{50}$

## MONTGOMERY WARD \& Co.

## We wish to Thank... All the Folks Who Missed our Ads Last Week

It just goes to show how much the better things are appreciated, and it just about bears out what weve thought all along, and we take this opportuinity of thanking you (both of you) for the deep interest shown. Of course like we always are we'l be truthful and say the people missing our ads were the two Editors of Salems Independent news papers (?). Oh, its to late now to worry about last week, this is another week and we'l be gettin on with the work at hand. We thought we'd. put on a little food show this week to kinda make up in a way for your last weeks disapointment in that our ads were a little shy on readin matter. This food show aluded to in onea the lines above writen is bein put on by the worlds finest manufacturers. To keep our skirts clean we'l say we have their word for it, all of which we wont dispute because the foods they are going to display and sample just about proves they're right. They of course asked us to invite you all to come to the Market, Friday and Saturday if for nothin else than to watch em strutt around and hear em brag on their respective foods, and of course your ad writer will be there, whose presence adds weight to any crowd, oh around a coupla hundred pounds we'd say. Yours for more ads and Better foods . . . .

## BUSICK'S

At the Market
Court Street at Commercial Not a Chain Store

Among the hundreds of items being feat ured at the Market Food Show Friday and Saturday are some of the most popular foods the finest manufacturers and packers have to offer. One of the boys told us we could list a lot more of these items if we'd cut out a lot of Gab. Maybe items if wed cut out a lot of Gab. Maybe
so we said but we've got to do so much so we sai
gabbin.

## Swift and Co.

## Products

are so well known for their quality its not necessary for us to dwell longer upon that subject so wel just quote the prices which by the way are well worth considering.

## Premium Hams

Size 6 to P Pomant Per Pound 16c
Svirita Mild Susay Curded Hockless Pienics $11^{1 / 2} \mathrm{c}$
Svitut Emin Breakfast Bacon
from young porkers, 6 to 8 lbs . to die pices necely stratek with
j5c per pound Formay Shortening 2 pound cans 33c

Pure Lard
In Bulk. Freshly Rendered Best Quality
4 lhs 29 c
Armour's Milk 4 tall cans 15 c Amaizo Salad Oil Quart tins 25c

Another manufacturer featuring their products is Pillsburys. They will serve steaming hot hot cakes, upside down and angel food cakes. Pillsburys are quite proud of their products and well they may be to because they represent a quality not always to be found in othe lines.

## Pillsburys


OLD
MILL
49 69c

No. 10 SACK
PANCAKE FLOUR
35c
LARGE PACKAGE
15 c

We ask that you try the Angel food cake made with Pillsburys cake flour, then present this cupon and you'l receive a full size package of this wonderful cake flour for only 15 c . Of course we realize you'l hate to mutelate this ad by clipping this part out but when you can get this cake flour for this part of the ad and 15 c its worth it.

## MJB Coffee

was selected for this show because (?) we were gona say because of its quality but heck every body who ever used MJB knows MJB is the last few words in quality anyway, so we'l just say, its because it'seems to be about the best value we can think of.

3 Pound Can M. J. B. Coffee
2 lb. pkg. M. J. B. Rice all for

## Heres a New Soap Product by ad Gamble

5 Pound Pkg of Fine Soap at $\quad 37 \mathrm{c}$

## Mortens lodized Salt

26-oz. Package
3 packages 23c

Heres something the Kiddies will want and also something every one else will be useing once they've tried it. 8 Bars of the new White King toilet soap and a box of 8 Chandu Magic Tricks

## All For 59 c

We're listing a few General food products, not assumeing that you dont know of theirl merits. You know as does nearly every one that these products are the best of their kind and we're listing some of them just, by way of showing that tho they're of the best in quality the price is not at all out of line with others not so sure of being as good.

## Jell-0

3 packages 19c

Minute Tapioca 2 packages 23c
Premium Chocolate One-Half lb. 23c

## Sanka Coffee

Caffeinless
Very highly recommended for those who can not drink regular 1 lb . cans 99 c

| GRAPE NUT | $3_{\text {Pkgs. }}$ 25c |
| :--- | :--- |

FLAKES
${ }^{3 n m}$
LARGE CAN
POST

- 39c

FLAKES .....
$3_{\text {Pkge }} 23 \mathrm{c}$
Now as President Hoover has proclaimed the Thursday after our food show as Thanksgiving its no more than right that nice things we have selected for your Thanksgiving dinner. Take turkeys for instance, we've selected from among the hundreds offered the finest lot you'se couer seen and the price this year will be the lowest in years. Now as we've ased all the space in this ad we'l have to stop. On yes. Remember we have all the mak-

