

Dressy and Casual Coats

Everything is good in moderation, and this season's coat styles give every proof that this is as true in fashion as it is true as a rule of conduct! By being neither

completely dressy nor completely sporty, this fall's smartest coat becomes casual in feeling, veering in either a dressy or sport direction, depending on the degree of detail, fabric and color which "modifies" it.

Smoothness characterizes the very fabrics of which the coats are made, as well as the lines into which shoulder and hips are moulded. Above all things, slowness is achieved often enough by contrasts, as a slim waistline be-

tween subtle top fullness and skirt fullness, the hips too kept slim though the front of the coat has undulating softness.

In line with a trend to softer effects is the treatment of coat colors, softened by their surface structure so that fine hair and heathery feeling makes them as soft as the fuzz of hair on a baby's head.

Although the fur trimmed coat is very often opulently laden with a capelike collar reminiscent of

Victorian fashions, or tuxedo of fur down to its hem's edge, as a fashion it is no smarter than the untrimmed coat. Furred or unfurred, both coats proclaim their smartness by the use they make of the most important new silhouette treatment.

Many Figure Types

The shoulder lines of all coats are as smooth as precise tailoring can make them. Various figures will wear various sleeve constructions better; whether set-in, modi-

fied dolman or raglan. The general effect sought after is one of breadth without squareness, and although padding is used it is done only to balance and build into round contours the improved, anatomical shoulder line.

The dolman sleeve is padded, being designed with a center seam its entire length, with a gusset usually strategically set in to keep the line of the sleeve comfortable and easy to wear.

Smartest in raglan sleeves are

those which extend into saddle shoulder yokes. Outgrowths of the new sleeves are detailed treatments which suggest cape yoke and flap seams. And any woman who has tried on the new fall dresses will realize the need for a coat with sleeves softness and depth to make way for similar dress silhouettes.

Darts above the waistline, released fullness emanating from shoulder yokes, set-in belts shirred onto coat bodies, and slightly

bloused treatments all emphasize the new feeling that has gone into coats created quite independently of foreign inspiration, by American designers for this current fall.

Smooth Feeling

As smooth as shoulders, are hips—and no matter how much fullness is worked into a coat above its waistline, or how full the yardage in a coat's skirt, the actual hip contours are kept smooth and moulded, releasing to fullness when wanted at the center-back

or below the hip by means of let-out gores and unstitched or unpressed pleats.

Hats Are Keys

Hat creators have produced interesting surfaces in felts, many of which have the same kitten's-paw surfaces which characterize coat and suit fabrics, and colors are perfect to coordinate with the most popular campus colors.

They're New! They're Different! See the 1942 Radios at Wards RADIO DEMONSTRATION SHOW!

Compare up to \$80!
8-TUBE AIRLINE!

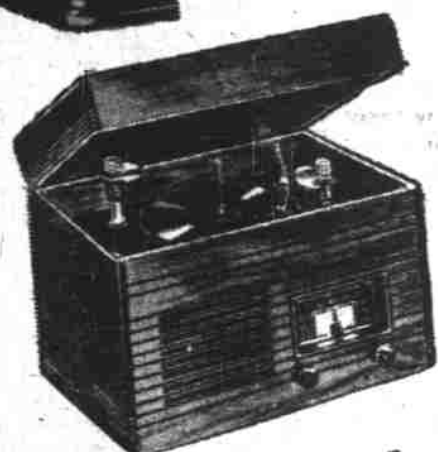


- Gets European Short Wave!
- Tone Control Loop Aerial!
- New Spread-Band Lucite Dial!

66⁹⁵

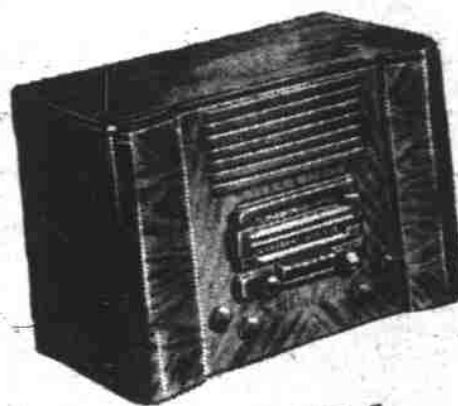
\$6 a month. Usual down payment and carrying charge.

Sensational features never offered before in a radio priced so low! That's why we say—"Compare up to \$80!" See the new developments listed above plus automatic tuning and automatic bass booster! And remember... this 1942 Airline is ready for the future with plug-in for records, home recording, F-M and Television! Rectifier and tuning eye included!



Radio-Phonograph
\$5.00 a month. Usual down payment and carrying charge.

36⁹⁵
Automatically plays 12 records! Has Feather Touch tone arm and 2,000-record needle!



Sensational 9-Tube
\$5.00 a month. Usual down payment and carrying charge.

49⁹⁵
Features of a big console! Gets Europe! Has Dual Tone Control... automatic tuning! Includes rectifier and tuning eye!

"GET A Free RECORD OF YOUR OWN VOICE"

Come to Wards—and bring the whole family! Let us make a record of your voices... and give it to you absolutely free! See and hear the newest features in radio on Wards 1942 Airlines... the Feather Touch tone arm, Sapphire Needle, Lucite Dial... and many others!



Challenges Sets up to \$50 More!

114⁹⁵
LIBERAL TRADE-IN

\$11.00 A MONTH. USUAL DOWN PAYMENT AND CARRYING CHARGE.

Enjoy Entertainment Deluxe in This 1942 Automatic

RADIO-PHONOGRAPH

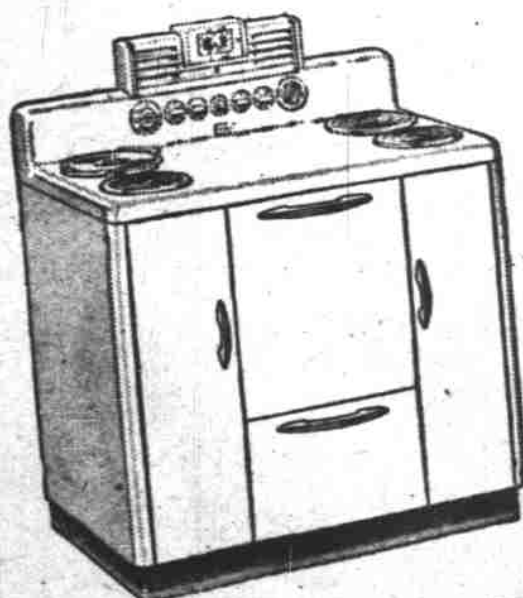
Here is everything you've ever hoped to find in a radio-phonograph! Now... at a price \$50 less than you'd expect to pay! Just feast your eyes on the trim lines and luxurious finish of this 1942 masterpiece! It's a beauty... and just as good as it looks! With 8-Tube Power including rectifier and tuning eye! And it's backed by Montgomery Ward's reputation as the World's Largest Retailers of Radios! Get Airline... GET MORE!

What thrilling tone realism! This Airline has Full Range Tone Control, Hi Fidelity and Automatic Bass Booster! It has a Lifetime Sapphire Needle—and record-changer that plays 14 records without interruption! The Feather Touch tone arm makes records last 10 times longer! You can hear Europe direct and you get the new Lucite Dial with automatic tuning! Buy now in Wards Radio Show! Choose from mahogany or walnut!



MAKE RECORDS AT HOME
\$99⁷⁰
Make your own records! 8 tube console model radio-phonograph with recorder. Complete!

Compare at 25% More!
New Electric RANGE



119⁹⁵

With lamp and timer.
\$5.00 a month. Usual down payment and carrying charge.

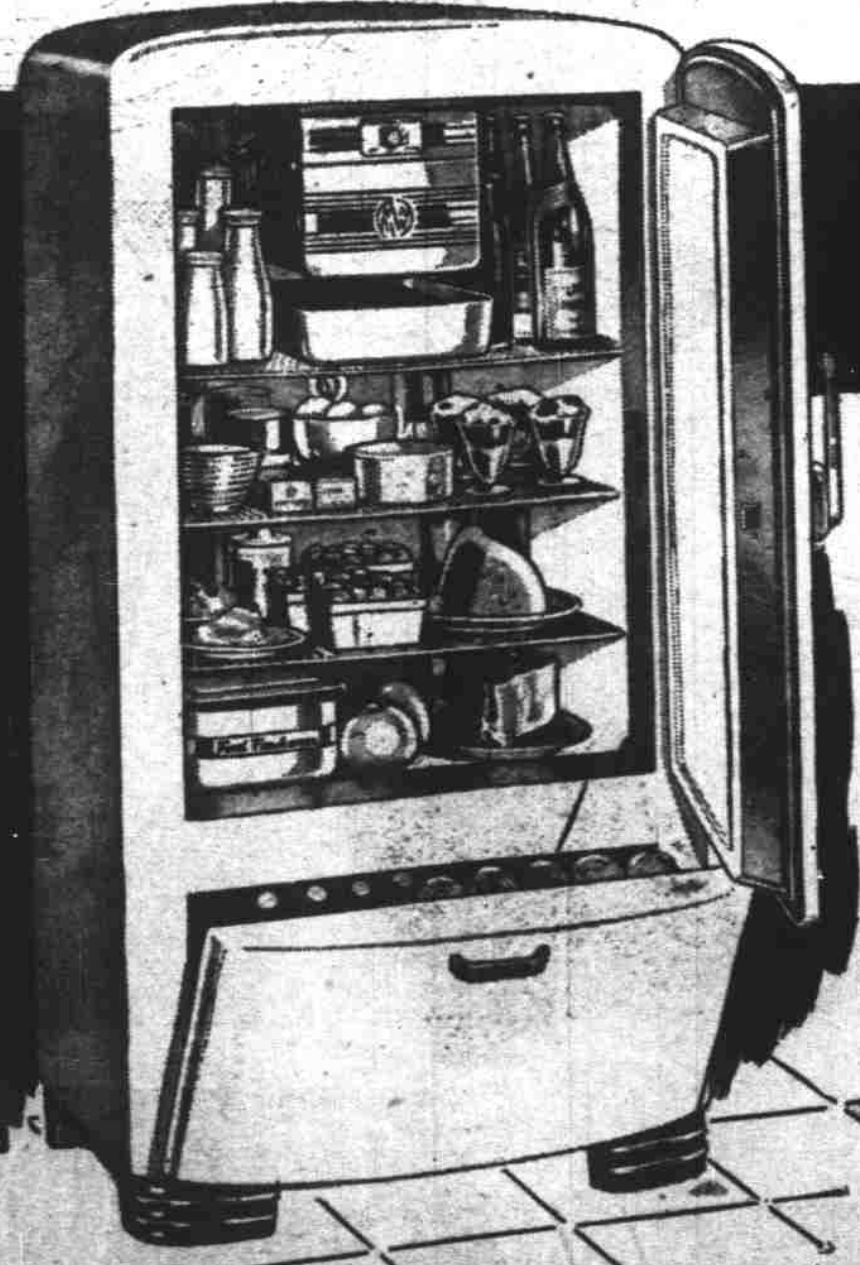
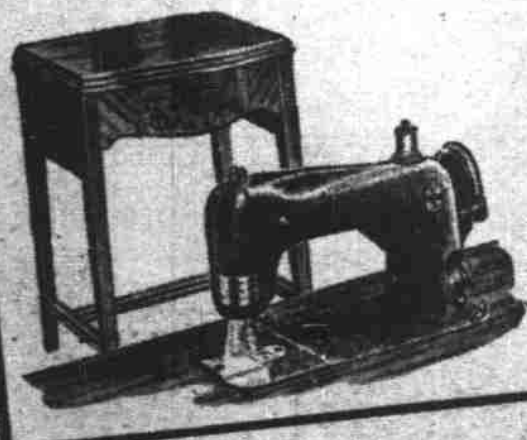
Super speed oven has automatic control! 7 heat Chromalox units! Deep well cooker! Light and towel rack in right storage space... cutlery drawer in left space! A small down payment puts it in your home!

ROTARY SEWING MACHINE

69⁹⁵

\$6 a month. Usual down payment and carrying charge.

Wards save you up to \$20 on this reversible machine! You can sew forward or backward with ease! Tension adjusts automatically to any size thread! Direct-to-needle light! Complete Greist attachments! 20-year guarantee!



NOW! GET YEAR-ROUND PROTECTION!

Save up to \$25!

6½ cu. ft. EXTRA-FEATURED!

119⁹⁵

\$8 a month. Usual down payment and carrying charge.

Now! Priced way below "stripped" model refrigerators elsewhere! Yet this big M-W has extra features for which you'd expect to pay up to \$25 more! For instance, there's the Store-away Bin—handy extra space for foods that don't need cold! Plus such features as automatic reset defrosting, porcelain Food Freshener and automatic interior light! You get all this at Wards amazing low price! And remember—this M-W is powered by Wards hermetically sealed unit backed by 5-year Protection! Now is your chance to enjoy modern refrigeration—year-round protection for your family's food! Don't delay... when you can get an M-W at such an opportune saving! Do it today!

Why wait for cash to enjoy modern food protection!

Quality home appliances and radios cost you less at Wards! See our large selection of the newest phonograph records—and come to Wards also for fine sound equipment at money-saving prices!

MONTGOMERY WARD

155 N. LIBERTY ST.

PHONE 3194