

155 N. Liberty
Phone 3-3191

Montgomery Ward

Open 9:30 A.M. to 5:30 P.M.
Friday 9:30 A.M. to 9 P.M.

WARD WEEK SALE

Starts Today

October 15

Ward Week is here for the next ten days! We believe our buyers have assembled for you, our customers, the greatest asst. of merchandise ever before offered for this event. During this sale we are not just offering one group or a number of special purchases; but we have assembled hundreds of items throughout our store in every dept. priced unbelievably low. Even with the tremendous amount of space used in newspaper advertising, we are still unable to acquaint you with anywhere near our complete selection of items. Prices reduced during Ward Week at a saving up to 40%. Remember Wards Christmas Layaway Plan. This is your opportunity to buy those Christmas gifts at a savings. 1.00 down on items 20.00 or under and 10% down on items over 20.00 will hold the merchandise until December 15. Ward Week begins Oct. 15.

Use Wards Christmas Layaway Plan



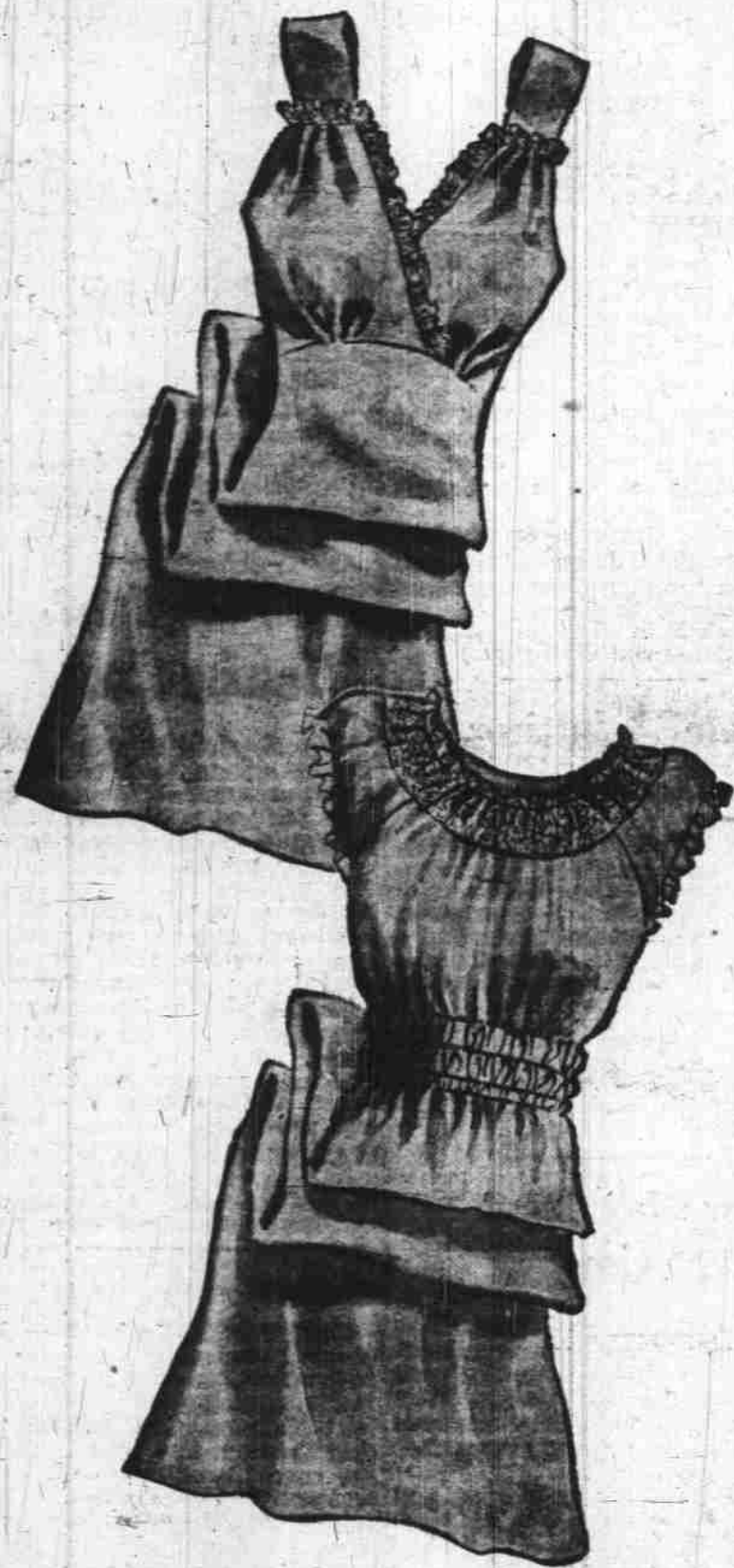
Reg. 14.98
Coat Sets
12.97

Cut prices on attractive new styles for fall in fancy checks, plaids or solids. Coats are all 100% new wool; slacks are warm re-processed wool. Both are lined and interlined for extra warmth. Some have matching muffs and all come in newest colors for fall. Sizes 3-6X.



Regular 7.98
Surcoats
6.97

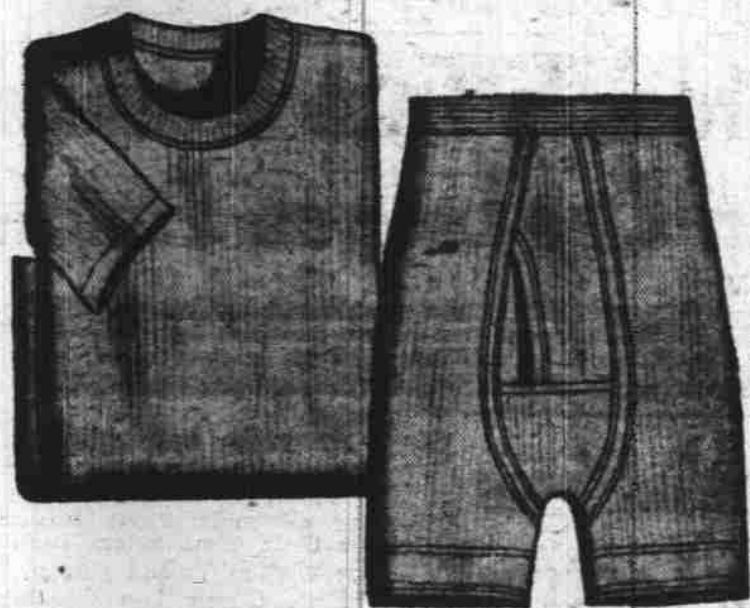
Special sale of children's sturdy 15% nylon, 85% rayon - acetate gabardine Surcoats. Snug and warm with reprocessed wool interlining, quilted rayon-acetate lining. Handsome mou-tou-dyed lamb collar. Nicely styled with elastic back and belted front. In sizes 3 to 6x.



All Beautifully Trimmed

Regular 1.98 1.58 Sizes 24 to 42

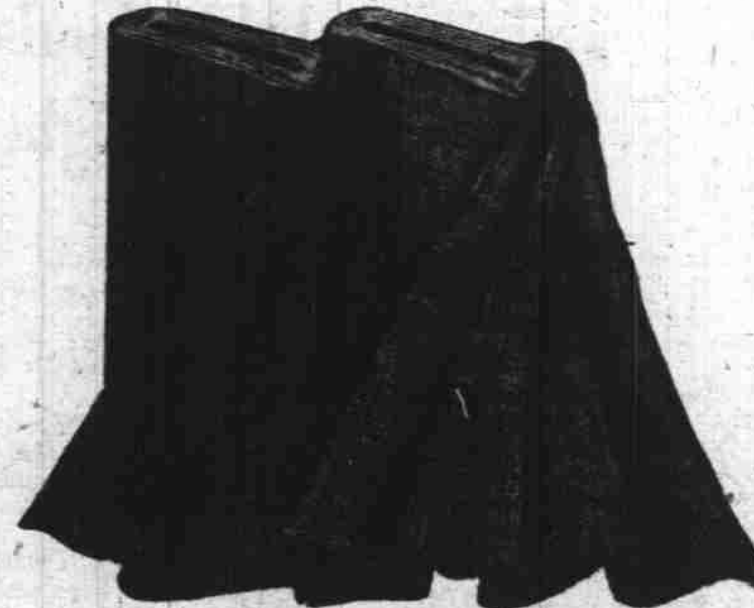
Full-cut Gowns with lavish trims of lovely nylon net or Chantilly-type lace. In long-wearing, run-proof 2-bar acetate tricot knit—that needs little or no ironing. Lovely soft pastels or smart new high shades.



Boys' Shirt, Shorts

Regular 65c ea. 54c ea. Save at Wards

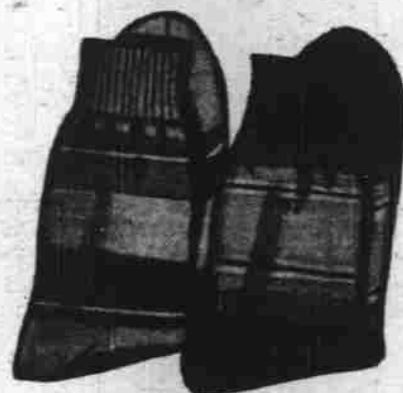
Warm winter-weight crew neck shirt with short sleeves. Full-cut sizes in ribbed-knit cotton. Mid-length shorts with all-around elastic waistband, taped fly front. Winter-weight rib-knit. 2-8 years.



Popular Bur-Mil Suiting

Reg. 70c 68c Yd. 41-42 in. width

A fine quality, nationally-known suiting with the "worsted look" for your new suits, dresses and sportswear. Woven of acetate-and-rayon in a crisp, crease-resistant weave. Choose from wide range of colors.



Reg. 29c Boys' Blazer Socks

23c Pr.

Outstanding Ward value. Medium-weight combed cotton, wash-fast blazer stripes; knit-in elastic cuff. 9 to 11.



Regular 39c Crew Socks

3 Pr. 99c

Medium-weight cotton. Long rib cuff, wear straight up or rolled. Nylon-reinforced heel, toe. Knit-on top. 9-11.



Reg. 4.98 Oxfords

4.48

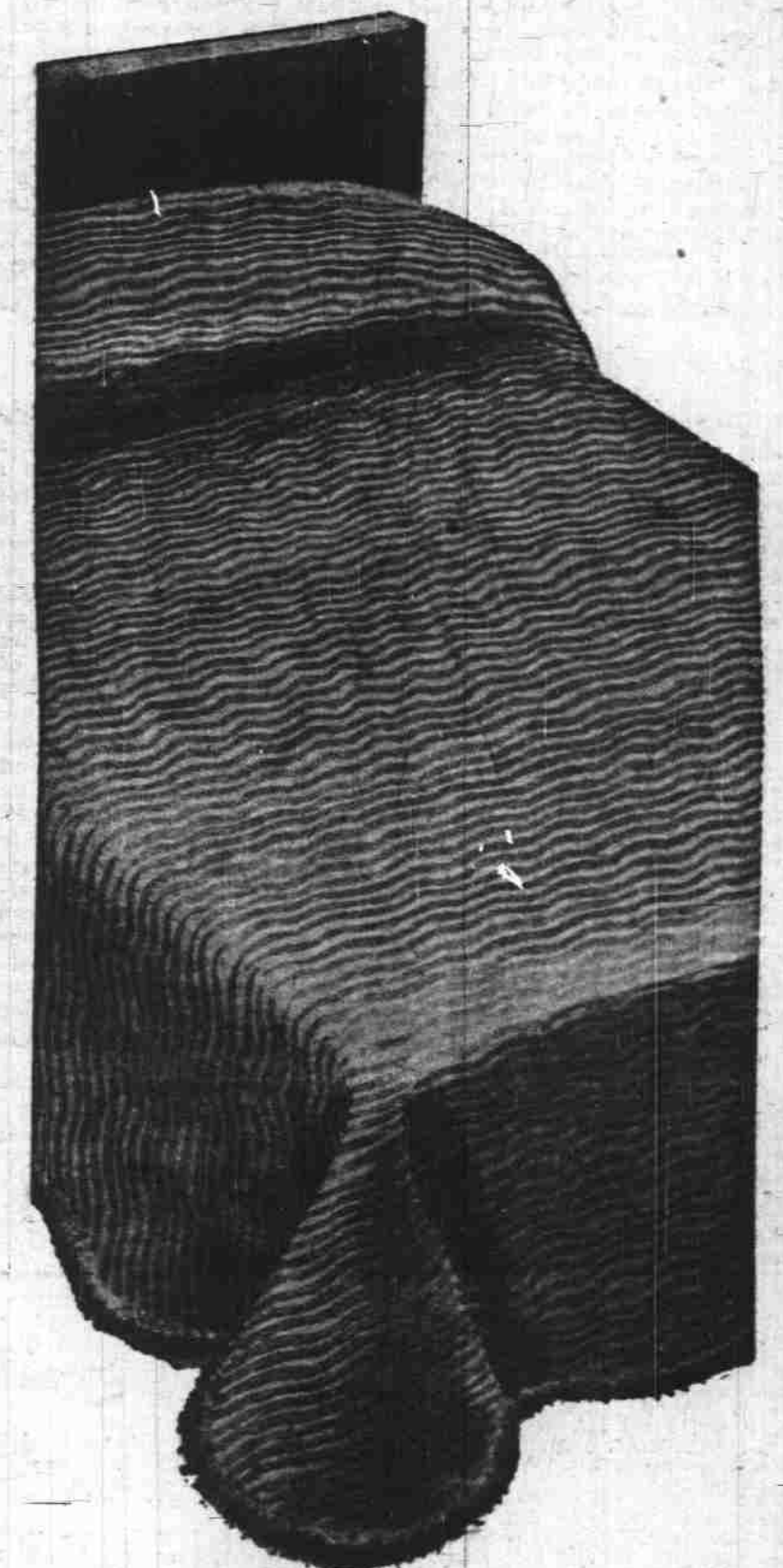
Save on these rugged boys' shoes, styled just like dad's. Brown leather, durable rubber soles. Sizes 2 1/2 to 6.



Reg. 4.98 Oxfords

4.48

New reduced—classic Saddle Oxfords for girls, women. Black-and-white leather with white rubber soles. Sizes 4-9.



Reg. 5.98, 6.98 Chenilles

Sale priced 4.97 Twin or full

Wards two most popular spreads, now at substantial savings. Choice of velvety cotton chenille in tiny ripple design or charming floral overlay style. Wonderful in white and 10 glorious decorator shades.



Men's Assorted Pajamas

Regular 2.98 2.67 Sizes A, B, C, D

Long-wearing broadcloth tailored for appearance and comfort. A hard to beat assortment of coat and middy styles in stripes and solid colors. Elastic waistband for non-binding fit. Sanforized, mercerized.



Boys' Cotton Flannel

Cut to 1.47 Sizes 6-12

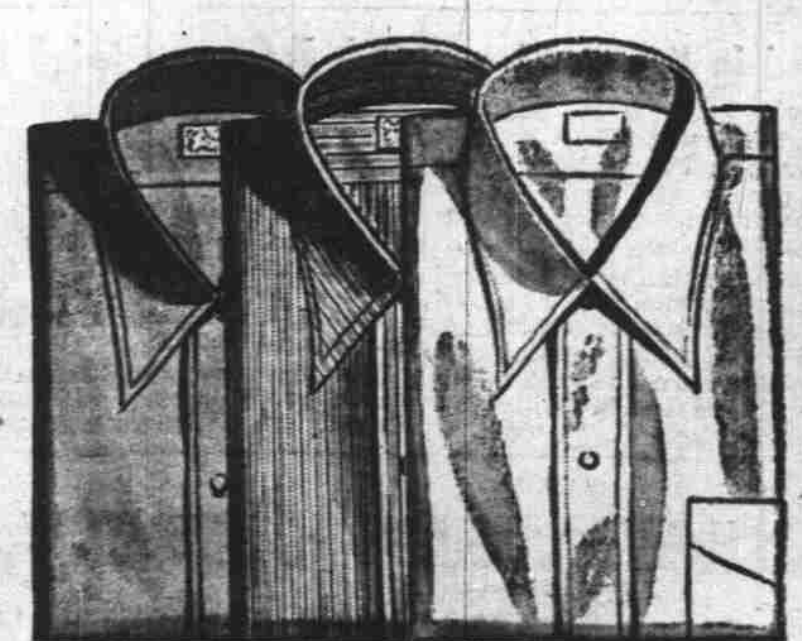
Our lowest priced sanforized cotton flannel shirt now cut for greater savings. Assorted bright new plaids. Shop early for a complete selection. Reg. 1.49, sizes 2 to 6x 1.28



Men's Twill Work Set

Regular 5.47 4.88 Buy now

Good quality Army-type corded twill at a money-saving low price. Sanforized. Mercerized for long wear. Choose from vat-dyed colors: gray, tan, bark. Reg. 2.49 Shirt 2.24 Reg. 2.98 Pants 2.64



2-Star Brent Dress Shirts

Regular 2.30 1.99 All men's sizes

Buy now and save on Wards Good Quality Dress Shirts. Tailored for appearance and comfort in whites, solids, and patterns—all with non-wilt collars. Sanforized, mercerized, vat-dyed. Stock up now.