

It's
here
again!

WARD WEEK

RENEWING A GREAT TRADITION

For the first time since war production limited the supply of civilian goods, Montgomery Ward invites you to shop and save in Ward Week... the great nation-wide event known for its timely values by millions of American families.

WARD WEEK COAT VALUES

29.95

Sizes to 44, Every Color

These Ward Week bargains are news all over town! For there's a coat for everyone at Wards... at a price that hardly seems possible. ALL WOOL suedes, ALL WOOL knit fleeces, cotton backed for extra long wear. Also wool-and-rayon combinations. In chesterfields, boy coats, flange fronts, fitted coats... all in brilliant and dark shades. Don't miss them! Use Wards Time Payment Plan!

OUTSTANDING FUR VALUES AT

59.50

Plus 20% Excise Tax

Where but at Wards could you expect to find such a selection of furs at this price? And what beautiful furs they are!... blue fox-dyed coney, skunk-dyed opossum, platina-dyed coney, even China mink-dyed coney for sizes up to 44 at no extra cost! There are tuxedos, yokebacks, great coats... all of 1945's newest styles! Why not come in! Use Wards Time Payment Plan!



THESE 6-WAY STYLES DO A BAG OF HAT TRICKS!

2.49

Here are the cleverest casual hats we've seen in many a day! A beret and a brimmed topper that can each be worn six different ways! Wear them up or down, front or back, or tilted over either eye—whichever flatters you most. They're so versatile everyone from 16 to 60 will love them. (Isn't it a cute idea to get two in a mother-daughter set?) Both styles in a rainbow of fall colors.



USE A BLOUSE AS BACK- GROUND FOR JEWELRY!

1.98

Lovely setting for your pretty jewelry—these high neckline blouses. In soft rayon crepe or sleek rayon jersey. White and colors. Sizes 32 to 38.

WHITE
&
HIGHLIGHTS
on classic
black!



FOR
**WARD
WEEK**
... 16.98

There's something so enduring about a well made dress! Its utter simplicity, its careful seaming and detailing... the way it fits. At Wards you can be sure you'll find such quality. There rayon crepes frosted with white beads are just two of a collection. Sizes 8-15.



LITTLE GIRLS' COATS OUTSTANDING VALUES AT

10.98

Made exactly like Mother's! Chesterfields, boy coats, princess and flange styles in fabrics like ALL WOOL knit fleece, cotton backed. Sizes 7 to 14.



CLASSIC SUITS FOR CLEAN-CUT FLATTERY

14.98

Maybe it's the precise tailoring... the straight, slim lines! Maybe it's the absolute simplicity that makes the classic 3-button suit look so well on most women. No matter which it is, come try on exciting styles at Wards! See if you don't think it's the suit for you! Lots of sizes, 12 to 20. All good fabrics, mostly virgin wool. Brown, green, lime, fuchsia, rust, or blue.



YES! SEERSUCKER DRESSES FOR ONLY...

2.77

And we mean good seersucker! We know it's hard to find these days... that's why we say don't miss them! Look at those seams... notice how well they're sewn. Put your hands into those pockets... they're real. We could go on and on, but you must see them for yourself. You'll agree that dresses like these—at a price like this—are amazing. Sizes 14 to 44 in checks, stripes, florals.



ALL WOOL JACKETS GO TO COLLEGE OR CAREER

7.98

Seven luscious colors in these jackets that multiply a wardrobe like magic. Classic and cardigan blazers or casual loafer styles. Sizes 12-20. Fully lined.



SKIRTS ARE BACKBONE FOR A FALL WARDROBE

4.98

Brand new skirts to spice a Fall wardrobe! All-around pleated style—and eight bright colors in all wool crepe. In misses sizes. So flattering and low-priced!



EVERY THREAD ALL WOOL IN THESE SWEATERS!

5.79 and 6.59

These sweaters are one of our most exceptional Ward Week features. They're not only made of purest wool, but they come in six of the most luscious colors you've ever seen! Pink, cherry, blue, green, purple, brown! In long sleeve pullovers. Now don't you agree they're wonderful? Sizes range from 34 to 40.

USE YOUR CREDIT...
Ask about our convenient monthly terms.
Any \$10 purchase will open an account.

MONTGOMERY WARD

MANY OTHER VALUES...
Shop in our Catalog Department for thousands of items not in our store stocks.