

Save
on all
your needs!

WARD WEEK

NATION-WIDE CELEBRATION

650 Montgomery Ward stores planned together, worked together to make this great event possible. Come in... shop in every department for timely values.

Wards for Quality at a Saving!

SUITS 16⁹⁸

Day after day and on into the evenings you'll wear these soft suits... because they're so feminine and flattering, with novelty buttons, rich touches of velveteen, clever yokes and tucks. Fine shetland type wool in lovely colors. Sizes 12 to 20.

Carol Brent
CLASSICS



9⁹⁸

Bright and neat looking for the office and dining in town afterwards! We've done it for you in wrinkle-free rayon gabardine, with, of course, all the impeccable tailoring you associate with a Carol Brent label. Sizes 9 to 15.

"fashionable
fives"



5⁰⁰

Beaver-soft fur felt! Adorable velvet catol! Sophisticated feather capel. In rich brown or black, in winterberry, green or soldier blue. Everything from stunning casuals with swooping feathers to tiny head-hugging pompadours. Truly lovely hats... at Wards.

TAILORED BLOUSES... 2⁹⁸

A classic tailored blouse is a "must" for any college or career girl's wardrobe. It's the one perfect blouse you can wear with any kind of skirt, jacket, suit or jumper. Wards blouses are made of good quality rayon—that wears and washes like a dream. Come in and choose several! Sizes 32 to 38.

FLOWERS—Bright and attractive to add color to your costume. Reg. 98c 77c

HOSIERY—Lightweight celanese Assorted shades and sizes. Reg. 80c 72c

ANKLETS—Half wool. Many gay colors from which to choose. Reg. 50c 42c

Like Cash..

Buy Wards merchandise coupons on credit... you can spend them like cash in any department of our store, all in one day if you wish. Ask about our monthly payment plan... it's a convenient way to buy all your needs and pay from your earnings.



JUMPERS-BLOUSES TEAM
KE SOCKS AND SHOES

4.98

It's the natural thing to pair with blouses? Jumpers, of course! Wards is where you'll find your favorite styles and colors. We have them with sleek button-fronts, with soft feminine surplises, or checked collar styles. And we have every lovely fall color: red, green, cocoa, gold, purple, navy. Made of rayon—so you wear them all year! 12-18.



SOFT AS DOWN—ALL WOOL
CAROL BRENTS FOR FALL! 6⁹⁸ 7⁹⁸

Ever feel the coziness of a soft, downy quilt? That's just what these Carol Brent sweaters will remind you of. Carol Brents are made of All Wool—so soft and finely woven, you'll love wearing the sweaters for their texture alone. But besides, they look as lovely as they feel! Choose a slip-on or cardigan style. Pink, cherry, blue, green, purple, brown. 32-36.



WARD WEEK FEATURES!
KNIT RAYON PANTIES

49c

Serviceable, comfortably cut jersey knit rayon flare styles! Elastic backs! Large sizes only.



BEAUTIFUL COAT SETS
FOR LITTLE GIRLS

9.98

Sizes 2 to 6x. So warm and comfortable! Tagged and fleeced in wool and rayon! Fitted and boxy styles! Single, double breasted! Zipper leggings!



DAINTY WARD DRESSES
FOR LITTLE GIRLS.

89c to 3.98

Sizes 1 to 3. Such appealing new fashions in poplins, broadcloths and percale. Stripes, checks and floral prints that do up beautifully!



PRETTY PLEATED
SKIRTS FOR GIRLS

1.98 to 3.98

Sizes 2 to 14. Attractive wool and rayon plaids. Expensive-looking all wool Pacific crepes. So smart with your bright sweaters, and your crisp white blouses.

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.