

Montgomery Ward

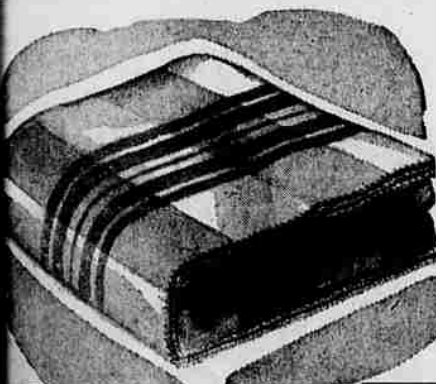
# PROOF! You save more at Wards



New Casuals From Our Budget Group

The trend is to casuals, for their easy comfort and smart styling. And at Wards, they're so inexpensive! Wear them in glossy black patent or rich brown elk. Sizes from 4 to 9.

**2<sup>98</sup>**

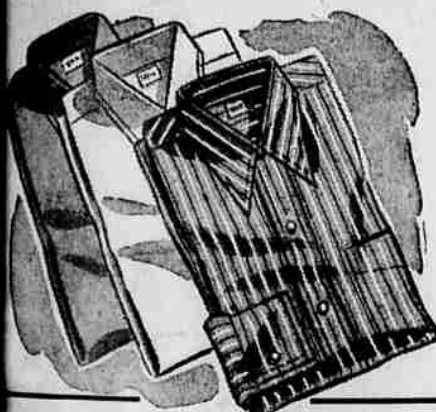


5% Wool, Rayon, Cotton Plaid Pair

Excellent for extra warmth on chilly Fall nights! Actually two blankets woven together in one length! Wonderfully soft with fleecy nap. Rose, blue, peach or green with white.

**4<sup>98</sup>**

70x80 In.



Big New Line Men's Shirts!

See Wards big new variety of 1st Quality shirts at this thrifty price. Fine Sanforized broadcloths — regular or spread collars. Whites, fancies, solids, pastels. Tailored for lasting good looks.

**1<sup>47</sup>**



MEN'S WINTERWEIGHT UNIONSUITS!

Heavy ribbed cotton! **1.59**

For maximum protection in coldest weather. Ankle length, long sleeves. Non-rip flatlock seams.

FLANNEL WORK SHIRT SANFORIZED\*

**2.89**

Softly napped plaids!

\*Stays right size for life—won't even shrink 1%. Strongly tailored of 8-oz. flannel—Full cut!

WHITE COTTON SHEET BLANKET

Lockstitched Ends **1.98**

Use it all year 'round. Creamy white cotton with warm, fleecy nap. Closely woven. 70x95 in.

DECORATIVE LOOPED PILE SCATTERS

24x36 inch size **2.69**

Luxurious, cushion-soft looped cotton-pile! Vivid decorator pastels. Non-skid back.



WARMLY LINED TOTS' SNOWSUITS

2-Pc. Styles! **4<sup>98</sup>**

Sturdy, water-resistant poplin, with zipper openings. 5 assorted colors for size 1 to 4 boys and girls.

● 6 to 18 months snowsuits, 4.98  
● 1 to 4 boys' snowsuits — 5.98



BOYS' SIZE 1 to 4 WARM COAT SETS

Tailored Style! **9<sup>98</sup>**

The "little men" in the family won't mind winter in one of Ward's coat and legging sets of wool and rayon fleece. A choice of brown or blue, some have velvet collars like Dad's!



Quality Cost Less In Our Girls' Coats

16.98 Last Year — **14<sup>98</sup>**

For school, for play, for all-around wear, these tweeds give so much warmth, smartness and long wear for such a low price. Come see them now at Wards. Brown or gray. Sizes from 7 to 14.

WARDS HAVE A COMPLETE STOCK OF MEN'S RAIN WEAR

Men's All Rubber Full Length Raincoats..... **6.98 & 7.49**  
Men's All Rubber Jacket and Pants..... **4.98 each**  
Men's Tin Jacket and Pants. Made of 2-ply 10-oz. Army Type Duck..... **4.98 ea.**

BETTER QUALITY OVER-THE-SHOE RUBBER BOOTS

COMPARE THESE LOW PRICES!



Women's Black & Brown **2<sup>98</sup>**

Women's White ..... 2.98  
Women's Red ..... 3.19  
Sizes 4 to 9

Girl's Black & Brown **2<sup>98</sup>**

Girls' White ..... 2.98  
Girls' Red ..... 2.89  
Sizes 13 to 3

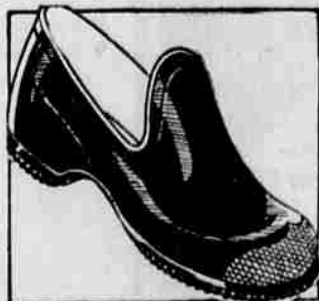
Child's Black & Brown **2<sup>79</sup>**

Child's White ..... 2.98  
Child's Red ..... 2.79  
Sizes 6 to 12

Favorites for girls of all ages... these lightweight boots can be worn through heavy rains and winter storms! Wear them over low or flat heels. Made of smooth, satin finish rubber and reinforced at strain points... they're 100% WATERPROOF! Non-skid soles of corrugated rubber prevent slipping. Plan ahead. Buy now!



Children's White All Rubber Strap Galosh **2<sup>69</sup>**  
Fleece-lined for warmth! Adjustable fastener for snug fit. Sizes 6 to 12.



CHILD'S BLACK DRESS RUBBERS **1<sup>79</sup>**  
Sturdy protective storm style made to fit wide toe, flat heel shoes. 2 1/4 to 6.



BOYS' 4-BUCKLE RUBBER ARCTIC **3<sup>59</sup>**  
Heavily reinforced at points of strain. Fleece-lined for warmth. Black. 3 to 6.

100% Wool Gabardine Comparable to Coats Selling At \$10 More

**22<sup>00</sup>**

Leave it to Wards to save you money on your winter coat. What a beauty it is too—the back flares gracefully. The wonderful worsted gabardine wears like a million. New winter colors. Sizes 10 to 20.

Entire Stock of 24.75 Coats 100% Wool Coverts, Suedes, Broadcloths, Tweeds — **19.98**



Detachable Hood Raincoat For Boys

**3<sup>59</sup>**

2 Handy Inside Book Pockets

He'll be wishing for the rain when he sees this neat raincoat of black Buna-synthetic rubber! The strong cotton back assures long wear! Convertible collar, raglan sleeves. Sizes from 12-16.



Pre-Sponged, Shrunk, Ready-To-Sew Wools.

Yd. .... **2<sup>69</sup>**

New at Wards! Save Time and Money!

Cut your garment to exact size—no worry about shrinkage! See this collection of fine new wools — Flannel, crepe, part wool dress plaids in Fall shades for the family! 54, 56".



Western Made Saddle Pants 11-oz. Denim

**1<sup>96</sup>**

Irregulars

Long-wearing, heavy 11-oz. blue denims. Tapered legs and snug fitting seat. Flat in-seam for extra comfort Western yoke back, 2 front curved pockets, 2 rear pockets. Sanforized. Men sizes from 28 to 42.



COLOR-PRETTY SLIPS IN RAYON

Dainty lace trims **1.37**

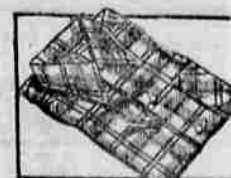
Two flattering styles in rayon crepe or satin. Popular new colors; 100% bias cut. Sizes 32-44.



PLAID FLANNEL SHIRT 2-6X

Long-Wearing Cotton **1.39**

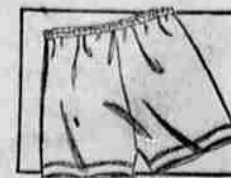
Colorful combinations for tots in warm flannel. Convertible collar, button pockets, cuffs.



COTTON PANTIES 6 PAIR FOR

For tots, sizes 2-8 **1.00**

Ice blue, jonquil, pink, white to match her frocks! Fine cotton; elastic waist; double crotch.



Here's Proof Ward's Prices Are Lower