

4 DAYS ONLY!

Montgomery Ward

155 N. Liberty

Phone 3-3191

STARTS WEDNESDAY!

GREATEST COAT SALE

IN THE HISTORY OF THE SALEM MONTGOMERY WARD STORE!

Never before such a grand selection of new "in season" merchandise at such money saving prices!

This is not a clearance! It is a bona fide 4 day sale of the NEWEST, SMARTEST FALL COATS for women, misses, teen-agers, mid-teens, and girls... just in time for Christmas!

Doors open at 9:30! Shop early for best choice! Many other reductions not advertised. No refunds or exchanges.



\$38 FUR TRIM COATS

Beautiful all wool fabrics with luxuriously trimmed tuxedo fronts, cuffs, collars, pocket details! Sizes 12 and 14.

\$25

One only 58.00 Muskrat trim Coat (18) **\$40**



29.98 CASUAL COATS

100% new wool covers, broadcloths, gabardines! Choice of styles... zip-out lined, interlined, non-interlined! Belted or boxy. 10-18.

\$22

One group reg. 19.98 casuals, sale price **14.00**



49.98-59.98 ZIP-OUTS

Lovely all wool gabardine with zip-out leather lining or lustrous sheen gabardine with genuine Skinner Sunbak satin zip-out lining. Fall colors. 10-18.

\$40

One group reg. 45.00 Leather Lined zip-outs **35.00**



14.98-19.98 SUITS

Expertly tailored wool and rayon sharkskins and gabardines that look dollars more than the regular low prices. 10-18. 4 day sale price...

\$9

On group reg. 35.00 all wool Suits **25.00**



22.75 RAINCOATS

Cravenette and Zelan water repellent celanese rayon gabardines in Glen plaids, pin checks and solids. Fully lined. 10-18.

\$18

One group reg. 14.98 Raincoats **12.00**



24.75 TEEN ZIP-OUTS

100% wool covers with genuine Earlglo quilted lining... insulated with Intercel celanese rayon. Sizes 10 to 16.

\$18

Reg. 29.98 Leather Lined zip-outs, 10-16 **22.00**



16.98-19.98 TEEN-AGE

Teen age and mid-teen coats in suede cloth, fleece or covert. With or without hoods and belts. Fall colors. Sizes 10-16.

\$14

Reg. 12.98 Reversibles, 10-14 **8.00**



16.98-19.98 CHILDREN'S

All new wool covers! Some fur trims, some zip-outs. With or without hoods. Fall colors. Sizes 7-14.

\$14

One group 14.98 Children's Coats **12.00**

SANTA WILL BE HERE FRIDAY NIGHT AND SATURDAY WITH CANDY TREATS AND FLEERS BUBBLE GUM FOR THE KIDDIES