

**BUSINESS CHEER REPORTED FROM ENTIRE COUNTRY**

Auto Plants Increasing Output Daily—Long Run Expected — Trade and Industry Volume Broadening

DETROIT, Jan. 26.—(AP)—Re-employment is riding on the wings of revived demand in Detroit's automobile plants, and with production figures being stepped up almost daily, many thousands of men are transferring from welfare lists or OWA payrolls to real jobs.

A few days ago, the estimated automobile production for January was 135,000 units. That has been advanced to 180,000 units and full production will not be reached until February is well advanced.

There are now 39,000 men on the payroll at the Ford Motor Co. Detroit plants, virtually doubling the employment figures of two months ago. In each of the 10 assembly plants over the country, there are between 1,800 and 2,000 men employed.

Forty-three thousand men are working in the Chrysler plants, and the company expects by March to exceed its 1933 peak of 48,000 men. Twenty-two thousand men were working a year ago.

The Chevrolet plants, scattered over the country, have 31,000 men on the payroll and production passed the 2,000-a-day mark on Wednesday.

At the Graham Motors plant, production is just getting under way, with 2,000 men on the payroll. Most spokesmen predict "a good long run."

NEW YORK, Jan. 26.—(AP)—The upward trend in trade volume and broadening activity in industry were resumed the past week, following some hesitancy the middle of the month. Dun & Bradstreet reported in their weekly trade review today.

"Virtually all of the reports received this week, regardless of the section of the country," asserted the review, "emphasized the strength which the upward trend now has attained."

"With the continued release of governmental funds, collections have benefited, and many accounts are beginning to get straightened out for the first time in years."

"After the unevenness which characterized reports on retail sales last week, buying has been resumed with more vigor. Since the first of the current month, sales have been rising each week by a wider percentage above February, 1933, level, and indications are promising for a continuance of this advance."

"In wholesale markets, buying now has reached the broadest proportions of the month, with orders increasing daily, particularly for dry goods and hardware, which appear to be in the lead, with sales running from 15 to 20 per cent larger than they were at this period a year ago."

WASHINGTON, Jan. 26.—(AP)—A trend not only toward higher wholesale commodity prices but also toward increased business activity was noted today by federal agencies that keep tab on such figures.

The federal reserve board stood behind a statement that a four-month decline in industrial production was halted in December. In its own words, the board's index of industrial production "advanced from 73 per cent of the 1923-25 average in November to 74 in December." It noted also nearly a billion dollars of ready business credit at hand.

The bureau of labor statistics reported that during the week of January 20 its index figure on the level of wholesale commodity prices rose from 71.7 of the 1925 average in the previous week to 72.9, the highest level since January, 1932.

Although the reserve board stated that factory employment "declined somewhat" last month, but that there was a "considerable increase" in employment by public agencies.

Activity in the steel and automobile industries and sales in department stores increased considerably, it said, although there was some decline in textiles and shoes.

**LAST DAY!**

**LAST DAY!**

**Semi-Annual Shoe Sale!**  
**Women's Smart Black Kid Ties**  
\$1.49 pair



Super-value! \$1.49 for soft black kid ties with splendid steel arch support feature!

**Semi-Annual Shoe Sale!**  
**New for Women—Perforated Operas**  
\$1.88 pair



Featuring black kid pumps with continental heel—one of many styles in Wards \$1.88 group.

**Semi-annual Shoe Sale!**  
**Reinforced Work Shoes**  
\$2.98 pair



A great bargain to get men's work shoes at \$2.98 pair! Extra tap sole, full rubber heel with metal plate.

**Full Waistline? Wear Belted Corselets**  
\$1.19



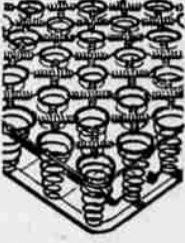
If your waistline tends to roll over the top of a girdle, we suggest this corselet. It will lift up your bust, slim your waist, flatten abdomen and hips. 34 to 44.

117 South Central

# WARDS January Clearance

**EXTRA COILS For ADDED COMFORT**

... This Spring Won't Sag!



Only \$9.45

Added coils mean added comfort! This Spring has 99 big deep double deck coils. No sagging. The angle border frame prevents all that!

**Innerspring Mattress**



Durable blue and white striped ticking cover... easy to keep clean!

\$11.45

Like sleeping on air. 182 deep inner coils saugled in fluffy layers of felted cotton. Roll edges keep it firm. Side ventilators.

**Our Regular \$34.95 Suite**

Now Priced At Only

**January Clearance \$24.95**



Think of it! You save \$10.00 at this Sale price. And you get a sturdy 4-piece suite in ivory enamel finish as well. Note the dainty floral decorations on the bed, chest and vanity. Remember! This price for this sale only! Buy Now!

**\$3.00 DOWN**  
\$4 monthly, plus small carrying charge

## WHITE GOODS SALE—LAST DAY!

Now—Lower Than Wards Usual Low Price...

**Sylvania Prints**

White Sale! 15c yd.

Price reduced for the January White Sale only! Clean, clear prints on light or dark grounds! Every smart pattern guaranteed tub-fast. Think ahead for spring sewing. 36 inches.

**White Sale! Soft Yet Sturdy Pastel Borders on Big Turkish Bath Towels**

15c

Single loop construction which means a medium weight, good general household use towel. Smart borders in a choice of blue, green, gold, lavender. 18x36 in. Wash cloths to match, 5c each

**TOWELS**

Cotton Huck Hand Towels and Crash Tea Towels. Both are very unusual bargains. 5c

**White Sale! Wards Sturdy Longwear Qual., Unbleached SHEETING**

29c yd.

Full 81 inches wide. Sturdy, firm, standard quality at real savings! (It gradually bleaches white with laundering.) Sew your own and save! Longwear Bleached Sheeting, 32c yd.

**Wards White Sale Super Val. 81x99 Inch Full Bed Size Cannon Sheets**

88c each

Carefully woven—from selected cotton. Carefully bleached,—carefully torn to size for straight, even hems. Wards offer them at this price for the January White Sale only. Pillow Cases, 42x36, 25c each

**OIL CLOTH**

Standard quality, wide assortment of patterns. 46 inches wide. A real bargain. 19c

## LAST DAY!

**Full-Fashioned! Sale of New Hose**  
49c



Sheer, even fabric, dull finish, alluring shades, make them the choice of women everywhere. Service weights are improved dull rayon with cotton tops and feet

**SALE OF Rayon Lingerie**  
39c



Heavy rayon and dark imported laces that radiate "Expensiveness". Tailored bloomers and vests, lace trimmed bloomers and panties that fit without a wrinkle.

## SATURDAY LAST DAY!

Built With Comfort in Mind!

**Ward's Big Value Men's Union Suits**  
79c

Cut to fit—and fit your pocketbook! Warm heavy weight cotton that can stand plenty of service. Flat locked seams, ribbed cuffs and ankles, wide lap seat, Ecu shade, in sizes 36 to 46.

**Good Sweaters For Every Boy! Unusual Values in All Wool Slipovers**



98c

Baby shaker and rib knits... distinctive patterns... self color and contrasting. Ja-c-quards—all wanted shades. 7 to 14.

**The Old Standby! Moleskin Work Pants**



\$1.69

Tough enough for any job! Time-tested, wear-tested by men who need long, hard service. Full cut, lots of heavy drill pockets. "Thru and Thru" stripes, bartacked strain points, belt loops.

**Blankets**

Five percent part-wool blankets, blue, rose and green plaids. Size 70x80 inches. Only a few left. 89c

**Printed Silk Flat Crepe**



79c yd.

Every Inch Tubfast

Here's another example of Wards money-saving values that explains why countless women come to Wards first for fabrics! There are prints in tweed effects, florals, plaids and other smart new designs. And solid colors in the latest fall shades. 38" wide.

**Clearance**

**Men's Furnishings**

Men's Caps  
All wool, brand new patterns, full leather sweat band... 69c

Bathrobes  
Clearance of all flannel bathrobes for men. Reg. selling price \$3.98... \$1.98

Men's Shirts  
Broadcloth shirts for men. Plain and fancy patterns... 79c

**Clearance**

**Work Clothing**

Boot Sox  
Men's core-yard woolen boot sox, red 19-inch top... 29c

Work Sox  
Men's work socks, tough, durable and useful... 9c

Wool Boot Sox  
Men's 20-inch grey woolen boot sox, red top. Reg. 69c... 49c

Work Shirts  
Limited supply men's chambray work shirts. 50c value... 50c

Men's Hats  
Fur-felt hats for dress or work. All sizes, several shades. A real value... \$1.49

**Work Gloves**

Men's heavy weight fleeced lined canvas horsehide faced work gloves. 69c value.

29c

Overalls  
Men's 101 Brand waist overalls. All sizes... 89c

Work Pants  
Men's \$1.49 khaki work trousers. All sizes... \$1.19

Canvas Gloves  
Men's nap-out canvas gloves. While they last... 9c

**Clearance**

**Boys' Wear**

Pajamas  
Flannel pajamas both middie and coat style. Reg. \$1.00... 69c

Work Shirts  
Full cut chambray work shirts for boys. All sizes... 50c

Sweaters  
Boys' all wool slipover fancy sweaters. Sizes 28 to 36. Reg. \$1.49 value... 98c

Childs' Sweaters  
Slip-over sweaters ages 4-5 and 6, clever p.c.terns. Reg. \$1.19... 69c

# MONTGOMERY WARD

Telephone 286

