

It's here again!

WARD WEEK

RENEWING A GREAT TRADITION

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



BE SURE TO SEE THESE WARD WEEK COAT VALUES 19.98

These exceptional 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. Sizes up to 44! Don't miss them!



EVERY THREAD ALL WOOL IN THESE SWEATERS! 2.98

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 short or long sleeve pullovers. Now don't you agree they're wonderful? Sizes range from 34 to 40.



NEW HANDBAGS! EVERY ONE WITH A ZIPPER Plus 20% Federal Tax 2.98

And every one is a Ward Week value! Come in and see them! You'll find the styles you want... the colors you want... the simulated leathers you want! Envelopes, pouches, top handles and covered metal frames! Wonderful simulated alligators, moroccos, calfs and saddle leathers! All of them with a zipper either inside or out! Don't miss them at Montgomery Ward!



FOR WARD WEEK! SLIPS OF STARDUST RAYON CREPE 1.29

Ward Week's your chance to buy these lovely, low-priced slips! They're made of Stardust rayon crepe—a fabric that's famous the country over for long wear and good looks! You'll like their sleek four-gore cut, and their molded bosom. You'll like the extra wear you get from their double-stitched seams. Wide size range: 32 to 44 in an attractive shade of teal.



FOR WARD WEEK! PART WOOL PAIRS 3.69

They're handsome, warm and durable! In 5% wool, 95% sturdy cotton! Lovely pastels bound to please! Typical of Wards fine values! 3 3/4 pounds. 72"x84".



ALPACA WEAVE RAYON AND WOOL 1.29

A lovely blend of 25% wool and 75% rayon in so many beautiful colors! Fine for dresses and slacks! 41" to 42". Typical of Wards fine piece goods values!



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, platinum-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!



MARCO BRAND GAUZE DIAPERS

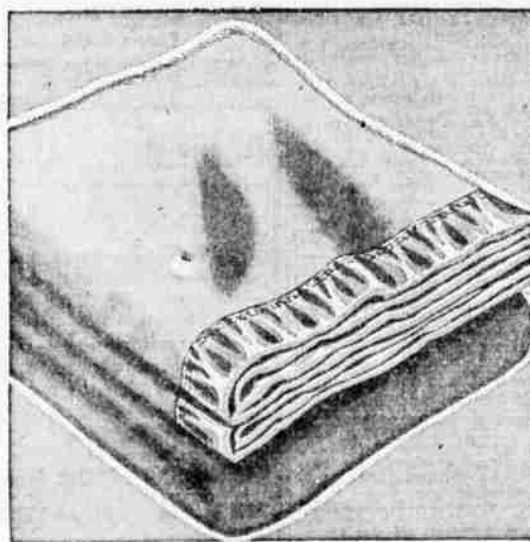
Plus 12 2.25

Ward Week feature! Made of a durable white cotton gauze that dries so marvelously quickly. Generous 20 by 40 inch size. Sanitary-packed.



WARD WEEK FEATURE! KNIT RAYON PANTIES 49c

Serviceable, comfortably cut jersey knit rayon in brief and flare styles! Elastic backs. Small, medium and large sizes. Extra sizes (flare style)... 59c



WARDS LUXURIOUS ALL WOOL BLANKETS 7.98

If you're looking for wonderfully warm blankets at an amazingly low price, come in and see these Ward Week values! They're worth making a special trip for! Made of soft, warm all new wool in attractive pastels—blue, rose, cedar and green! Bound in lustrous rayon satin to match! They're good looking and long wearing! They weigh 3 pounds and measure a full 72" x 84".



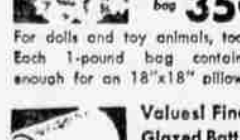
HANDSOME, FLUFFY CANNON BATH TOWELS 35c

Soft, absorbent, husky terry in fashionable colors and smart designs! Well made—with selvaged sides, hems backstitched for extra wear!



Warm Wool-Filled Comforters 5.49

Covered with a charming, durable cotton print. About 4 1/4 pounds, finished size 67"x78".



Combed Cotton for Pillows 35c

For dolls and toy animals, too! Each 1-pound bag contains enough for an 18"x18" pillow!



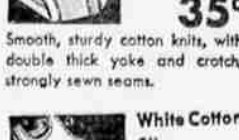
White Cotton Slips for Girls 59c

Sizes 2 to 12. Built-up shoulders. Neatly hemstitched at the neck, armholes and ruffle.



Fine Value! Broadcloth Brassieres 69c

Skillfully designed! Delightfully comfortable! Smooth cotton broadcloth, 32 to 38.



Children's Training Panties Elastic-Back 35c

Smooth, sturdy cotton knits, with double thick yoke and catch, strongly sewn seams.



Good Cloth Shades 59c

Coated with oil for extra wear! Roller included in Wards low price! 37 1/2" x 6' size. Colors.



PRACTICAL, STURDY COTTON PLISSE 39c

It's here for Ward Week! Lovely cotton plisse that looks and wears well! Needs no ironing! Excellent for nightwear! White and pastels. 29" wide.



ORGANDY PRISCILLAS THAT WILL STAY CRISP... Pair 3.49

Value! This sheer, closely woven organdy, of the fine quality yarns has been specially treated to retain its freshness... Makes these billowy priscillas stay crease-free even after a dozen washings without starching! And they're beautifully finished... edged with frothy 6-inch French headed ruffles! 82 inches wide x 2 1/4 yards long.

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.