

WARD WEEK

Ends Saturday

A WARD WEEK REDUCTION!!

Sale Priced

FUR COATS



- Hollander Dyed Coney
- Platina Dyed Coney
- Skunk Dyed Opossum

8 superb blends. Yes, they are values at the regular price, and with the 10% reduction, they are nothing less than sensational. A nice selection of 3/4 length Hollander dyed coneys, platina dyed coneys and skunk dyed opossum.

Luxurious warm coats in the season's latest styles. See them, make your comparisons and spend less than you planned. During Ward Week only.

10% Off

Only 1/3 Down, Balance in Convenient Monthly Payments



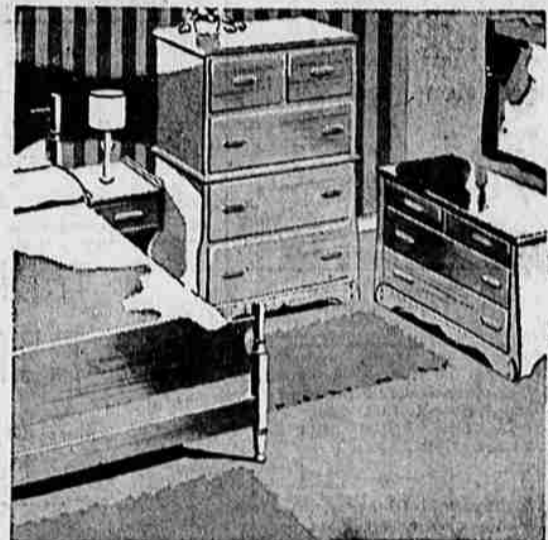
Women's Pure Wool SWEATERS

Mm . . . look at these wonderful sweaters. Just the kind that you have been hoping for . . . searching for. Just long enough, just boxy enough . . . just the kind that you wear with everything. It's hard to believe that they're this price . . . even at Wards.

3⁹⁸

WARD WEEK NEARS END!!

Yet Scores of Bargains Are Still Available For Thrifty Shoppers



Bedroom Suite

Reg. 109.95 **79⁸⁸** Sale Price

A worthwhile saving on this fine bed, chest and dresser. Done in maple finished solid poplar. Famous for wearability. Early American details generally found only in much higher priced suites.

Only 20% Down . . . Monthly Payment Plan



Misses' Chesterfields

Regular 29.95

Black Only
Wards does it again. Here at one down to earth price are warm winter Chesterfields in sizes up to 42. Good looking and sturdy coats at a WARD WEEK sale price.

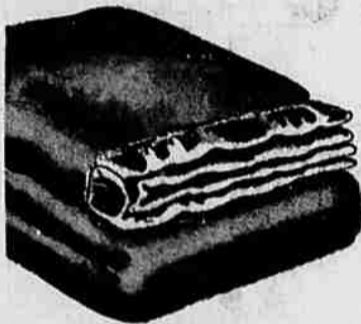
24⁸⁸

During Sale

All Wool BLANKETS

8⁸⁸ Sale Priced

Reduced from 13.98 If you are looking for wonderfully warm blankets at a sale price, check this. 72" x 84". Pastel shades of peach and blue. Beautifully bound.



White Dotted Swiss Priscilla Tiebacks

4⁶⁶ Now

Fine, white, dotted Swiss Priscillas. Edged with wide, luxurious ruffles; crisp looking for bedroom or living room. Regular 5.15 a pair. WARD WEEK priced. BUY YOUR NEEDS DURING THIS SALE AND SAVE.



HERE'S HOW TO SLEEP WHEN IT'S COLD! **2.79**

Crawl into a pair of these warm, soft cotton flannel pajama tops. Coat and pull-over styles in colorful stripes. Fully cut for sleep-tossing! Drawstring pants.



BUYING SHIRTS? BEST BUY IS "CORTLAND"! **2.29**

Tailored to fit And they're SAN-FORIZED to stay that way! Hand-some new figures and stripes—woven in! Choice of light and dark backgrounds!



SPRING FILLED PLATFORM ROCKER

Only 20% Down! **37.88**

Reduced for Ward Week
Beautifully designed and built for comfort with spring filled seat and back! Covered in long-wearing attractive upholstery. Select hardwood finished Walnut. A big value!



HARDWOOD 5-Pc. Dinette

Only 20% Down! **44.88**

Trim design combined with dining comfort at a Ward saving! Select hardwood walnut finish . . . well constructed seats. Note sturdy stretchers.

VALUES GALORE! DURING WARD WEEK



1200 YARDS GAY DRAPERY MATERIAL

MAKE YOUR OWN DRAPERIES AND SLIP COVERS—SAVE!

New textured cotton prints for draperies and slip covers. Just arrived; every yard a bright bouquet of color. Can be used without lining; comes in two widths, 38" and 48", BUY DURING WARD WEEK AND SAVE.

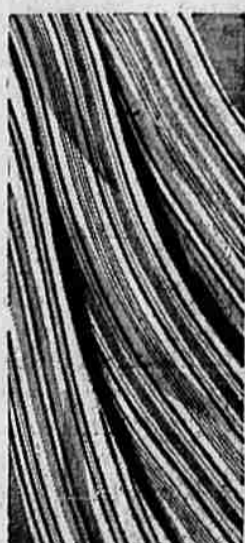
149 yd. And **229** yd.



BOYS' SERVICEABLE MACKINAW

Reg. 9.95 **8.88**

A he-man mackinaw—rugged enough for the toughest wear, warm enough for the coldest day! All wool, reversible hood with zipper closing. 4-10.



Limited Quantity Flowered Print

yard **49c**

Just arrived in time for WARD WEEK. Dotted prints in pink, blue, and yellow. Gay flowers or solid color backgrounds. 39" wide.



A WARD WEEK SPECIAL BLUE DENIM

39c yd.

Just arrived . . . heavy blue denim. Suitable for slacks, overalls and play-clothes. 30" wide.



WARMTHI FREE ACTION! HERE'S BOTH!

6.66
Made from sheep pelts, wool side in for warmth! Use it as a lining for your work coat!



NEW SHIPMENT CURTAIN MATERIAL

39c-49c

Marquise, organdies, and colored cushion dot scrim. A hard to get item but available during Ward Week.



CHAMBRAY GINGHAM

21c yd.

Suitable for boys' shirts, housedresses and play-clothes. A full 38" wide. A new arrival.

Less CARBON! "PING"!

WARDS

Vitalized.

100% PURE PARAFFIN BASE

MOTOR OIL

16^c in your container plus Fed. tax

Leaves less carbon than ordinary oil! A smoother, cleaner engine . . . less PING! Longer engine life!



WARDS SELL BETTER OIL FOR LESS!

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.