

**Californians Lead British Tourists**

LONDON, (AP)—California sent more tourists to Britain during the 1949 season than any other state in the union, the Travel association says.

Of Americans who came here, 18 per cent were from California; 10 per cent from New York; 7 per cent from Massachusetts, 6 per cent from Illinois and 6 per cent from Pennsylvania. The association said 61 per cent of the American visitors were women, 9 per cent children.

*Montgomery Ward*

9th at Pine Phone 3188

**GET SET FOR WINTER**

GET READY FOR WINTER AND COLD WEATHER... KEEP THEM SNUG AND WARM. OUTDOOR ACTION IN WARDS STURDY, DURABLE OUTFITS...



**New Coat Sets For 3-6X Girls**

—Illustrated at Left—

**14<sup>98</sup>**

2-Pc. Styles!

Flared or fitted, covert or melton, take your choice of leggings or slacks, dark or bright colors! Ward's selection is BIG! Variety of plaid, fur or leopard-line trims in all wool.

**Boys' Size 1 to 4 Warm Coat Sets**

—Illustrated at Right—

**8<sup>98</sup>**

Tailored Style!

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



**WARMLY LINED TOTS' SNOWSUITS**

—Illustrated at Left—

**6<sup>98</sup>**

2-Pc. Styles!

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

- 6 to 18 months snowsuits — 6.98
- 1 to 4 boys' snowsuits — 3.98



**3 to 6X GIRLS' LINED SETS**

**9<sup>98</sup>**

—Illustrated at Right—

Just the snowsuit you want for her! Melton, melton and poplin, or all poplin in assorted bright or dark solids, and two-tones. Some with embroidery. Convenient zipper jacket.



*Montgomery Ward*

9th and Pine Phone 3188



**SALE! 51 GAUGE NYLON HOSIERY**  
38 Denier **78c**

Made to sell for 1.09. First quality, full fashioned, 8 1/2-10 1/2. • 51 Gauge, 51 Denier — 84c



**2.98 ARMY TWILL OUTFIT PANTS** **268**

Choice of tan or gray. Sanforized and mercerized carded cotton, dress-tailored and reinforced. Boatsail drill pockets.



**28c MEN'S BROWN JERSEY GLOVES** **24c**

10 1/2-ounce cotton. Stock up at the Ward Week Price! Tough cotton jersey, napped inside. Snug, double-knit wrists.



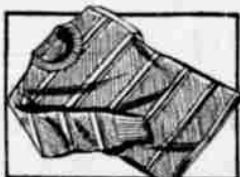
**SALE! BANDANNAS! NOW—3 FOR 28c**

Big 18" squares! Assorted washfast blue and red prints on tough cotton. 3 sides hemmed, 1 selvage.



**3.98 MEN'S WORSTED COAT SWEATER** **348**

100% virgin wool! Favorite button-front style with reinforced elbows and shoulders. 4 shades. All sizes 38 to 46.



**69c LONG-SLEEVED KNITS 3-6x** **58c**

Colorful Multi-Stripes. Boys and girls live in them. Stock up now at savings! Ribbed crew neck and cuffs. Hemmed.

**Lowest Prices!**



**2.98 CARDIGANS FOR 7-14 GIRLS** **258**

Ward Week Special! Fine pure wools in the colors she wants for school, at savings! Handsome ribbed details.



**1.19 COTTON KNIT SLEEPER** **108**

Fleecy-Warm! 2, 4, 6. 1-pc. style with elastic dropseat. Double thickness in feet. Knit wrists. Blue, pink, maize.



**SALE! 2-14 FRILLY PANTIES** **33c**

White and 3 Pastels! Smooth Spun-to rayon knits! Lace-and-bow trimmed elastic legs. Double crotch for wear.

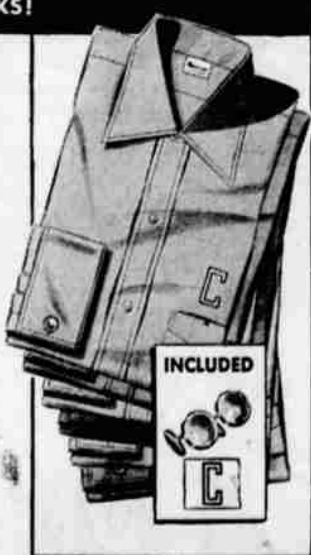
**WITH CUFF LINKS!**

**NEW PASTELI COMPARE WITH 3.50 SHIRTS!**

**254**

*Fine broadcloth! With cuff links and monogram!*

Sensational Ward Week special purchase! These handsome spread collar, French cuff shirts come equipped with jeweled, gold-colored metal cuff links. 5 new Fall pastels. All sizes. See them today!



**REGULARLY 2.98**

**ENTIRE STOCK RAYON BLOUSES CUT IN PRICE**

**268**

*Choose several of this low price!*

Washable rayon crepes, with or without lace-trims, in jewel-neck and collar styles. Select tailored or dressy types for suits and skirts. All are outstanding buys. In whites, pastels. 32 to 38.



**BUY NOW... SAVE!**

**ENTIRE STOCK MISSES' 2.98 RAYON SLACKS**

**268**

*Buy now at this special low price*

Don't miss these slacks—they're thrifty at regular price, outstanding at this low price. Smooth tailored rayon gabardines with self-belt, zip-closing, slim-lines. See them today! Fall colors. 24-30.



**YEAR-LOW PRICE!**

**SAVE! CHAMBRAY SHIRTS! SEAMS TRIPLE-SEWN!**

**108**

*Sanforized—less than 1% shrinkage!*

Ward's own Homesteaders—price-slashed to save you extra money! Full-cut for comfort—tails are longer and wider for more tuck-in. Non-rip sleeve facings, double shoulder yoke.



**REGULARLY 5.98**

**PRICE SLASHED! 100% PURE WOOL JAC-SHIRT!**

**538**

*Full 20-oz. weight! Bold, colorful plaid!*

Save more than \$1 by buying now! Warm, all-wool plaids—cut full for outdoor action wear. Use as a jacket or tucked inside trousers like a shirt. Choose from multi-color plaids. All sizes.



**WARD WEEK! LOWEST PRICES OF THE YEAR!**