

9th and Pine

Montgomery Ward

Phone 3188

WARD WEEK SALE ENDS SATURDAY



BLOUSES, SWEATERS, SKIRTS

Regular 3.98 **3.44** ea. New fall colors

Hurry, buy now, save on smart new fall '53 casuals.
A All-wool jerseys or Orlon-wool blends. 32 to 38.
B 100% virgin wool Cardigans, boxy or fitted. 34-40.
C Color-rich wool-and-rayon plaid Skirts. 22 to 30.



REGULAR 3.98 PLAID MATES

3.47

Complete boys' set—long-wearing corduroy Slacks with cotton flannel plaid lining from waist to cuff and a cotton flannel Shirt that matches the lining of the slacks. Flannel in both is soft, warm and comfortable, as well as Sanforized for permanent fit. Sizes from 3 to 6x.



REGULAR 2.98 PAJAMAS

Assorted styles **2.44** Sizes 34-40

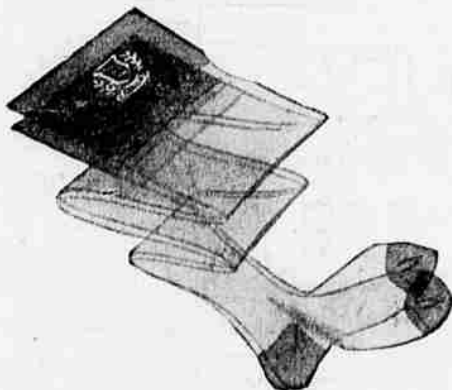
Peppy new patterns in cozy cotton flannel. Smartly detailed and fashioned for long wear, comfort and good looks. All full cut for sleeping ease. Select yours today in solids, gay prints, colorful 2-tones.



REGULAR 8.98 COMFORTER

Reversible colors **7.99** Decorator shades

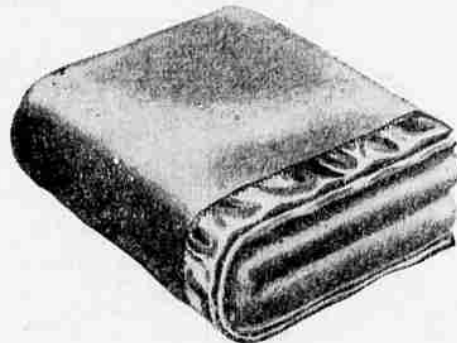
A gleaming cover of luxurious acetate-satin is billowing with soft, fluffy wool. Intricate stitched design also serves to hold wool firmly in place. Gives unusual warmth with buoyant, weightless comfort.



REG. 98c CAROL BRENTS

Seamless Nylons **74c** Sizes 8 1/2-11

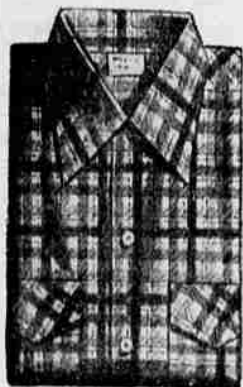
There are no seams to twist or turn,—and just look how much you save if you buy now. Individually proportioned 15-denier, 51-gauge sheers in newest-season colors. All first quality, full fashioned. 8 1/2-11.



REGULAR 4.98 RAYON-NYLON

Decorator colors **4.47** Acetate binding

Made by famous Pepperell Mills. Blended of 90% rayon for soft texture and rich colors; 10% nylon for added strength and wear. Deep, fluffy nap is warm, soft. Gives long, luxurious service. Solid colors.



COTTON FLANNEL SHIRTS

Regular 2.98 **2.68** All men's sizes

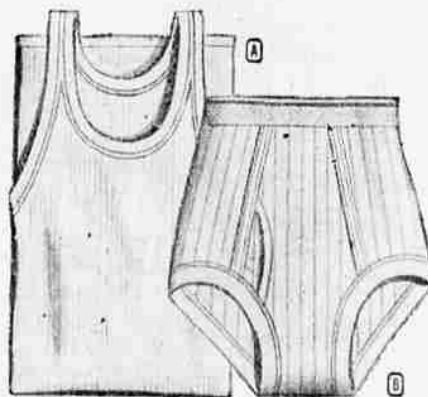
Sanforized printed flannel Sport Shirts in handsome checked or plaid patterns. Tailored for all casual wear. Convertible collars look well worn with or without a tie. In-or-out bottoms, big roomy pockets.



REGULAR 5.98 DRESS SHOES

For men **4.98** Sizes 6-11

Save a dollar on Wards well-made Herald Squares. Styled in a rugged, masculine manner. Comfortable Loungers of selected brown leather or Oxford of rich burgundy leather. Both with Wardolite soles.



REG. 79c SHIRTS, SHORTS

Durene yarns **66c** ea. Men's sizes

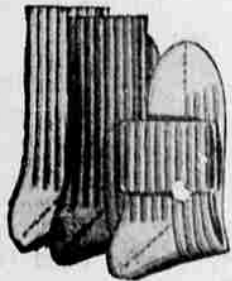
Absorbent Durene mercerized cotton for the utmost in comfort, softness, long wear. Swiss rib-knit for extra stretchiness, body-conforming fit. Athletic Shirt sizes small, medium, large, Speed Short sizes 30-42.



BLUE CHAMBRAY WORK SHIRT

Special purchase **1.00** Sizes 14 1/2-17 1/2

Offered at this special low price during Ward Week only. Made to rigid standards to give you serviceable wear. Double shoulder yoke, double-stitched main seams. Full-length tails that stay tucked in.



REGULAR 39c CREW SOCKS

3 for 1.00

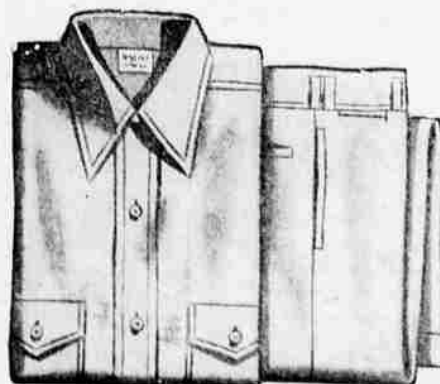
For girls and misses. Medium-weight combed cotton, nylon-reinforced heel, toe. Extra long ribbed cuff. White. 9-11.



SANFORIZED FLANNEL PAJAMAS

Regular 2.98 **2.68** Men's sizes A-B-C-D

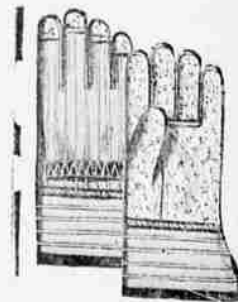
Warm, softly napped cotton flannel in your choice of coat or middy styles. Full cut for sleeping comfort with non-binding adjustable waistbands. Many popular colors. Stock up now for your cold weather needs.



MEN'S TWILL WORK SET

Regular 5.47 **4.92** Vat-dyed colors

Good quality Army-type carded twill at a money-saving low price. Sanforized—1% shrinkage. Mercerized for long wear. Army tan, gray or bark tan. REG. 2.49 shirt. **2.24** REG. 2.98 Pants. **2.68**



FOR HEAVY-DUTY WORK

94c

Special purchase for Ward Week. Split leather palm, finger tips, thumb front. Durable cotton flannel back.



REGULAR 4.98 DRESS PUMP

3.98

An outstanding value. Save a dollar a pair for the young miss. Black patent leather. Solid leather sole. **6 1/2-7 1/2**



REGULAR 1.69 UTILITY CAP

1.44

Sanforized cotton gabardine in a big range of rich fall colors. Cotton flannel lining, ear flaps. Men's sizes **6 3/4 to 7 1/2**