



**fabulous buys
exceptional quality
and style**

344

Just imagine finding pheasant feathers, long-hair beavers, fur velours, Modacrylic® and Acrilan® acrylic fake furs, wool shaggy and wool felts at such a low price. Only Wards could give you such values on such a superb array!



save a big 1¹⁰!
**soft marshmallow
bags**

388*
Regularly 4.98

Dreamy soft marshmallow plastic handbags... black, after tan, mulberry, dark brown. Gold tone metal top locks, many with elegant Florentine finish. Covered or collar frames.
*plus 10% fed. tax

**NO MONEY DOWN
WHEN YOU BUY ON
CREDIT AT WARDS**

MONTGOMERY WARD

Ward week—when all America shops
and saves on High Fashions at Wards

WARD

BACK AGAIN BY POPULAR DEMAND

**once a year sale!
only for ward week
can you save 2¹⁰
on our famous
brentshire
cardigan**

reg. 5.98 **3⁸⁸**

sold exclusively at Montgomery Ward

Exquisitely soft Ban-Lon® textured nylon sweater with expensive-look hand-fashioned details. Our beautiful Style/Maker is tops in style, quality and workmanship! White, black, magenta, red, blue or rust. Sizes 34-46. Shop today!

MATCHING SLIPON

REG. 3.98 **2.88** save 1.10

At savings like these you can afford a set! Same colors as cardigan. 34-44.



**colorful
cotton
pants...
shop now
and save
1.10**

3⁸⁸

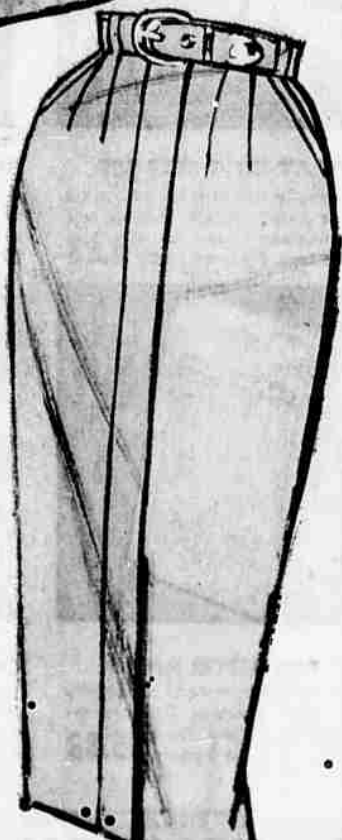
REG. 4.98. Stop everything, these savings won't wait. Ankle length pants in Galey & Lord woven cotton plaids. Deep tones. Self belted. 10-18.



**save 1.10
pastel hues**

4⁸⁸

REG. 5.98. What a buy! Pure wool skirts in pleated full or slim styles. Some seat lined, some with self belts. Solid colors and smart patterns. 8-18.



WEEK SALE



**save \$1 a pair
SMART NEW LOUNGERS,
SKIMMERS, SADDLES**

3⁹⁹
REG. 4.99

Teens' favorite! Campus lounge in pliant leather, with sturdy Neolite soles, wears a slender new look. Black, brown. 4 to 9.

Ankle-slimming skimmer, bow-trimmed and light afoot. Smooth black leather uppers, flexible leather soles. Save! Sizes 4-9.

Little girls' saddle oxford of black nylon velvet and leather... cleans easily, wears long. Cushioned crepe soles. Save. 8 1/2-3.



**SAVE! WARDS LAB-TESTED
WASHABLE CORDUROY TOGS**

EACH 1¹⁴
REG. 1.49 EA.

Hurry... hurry for these amazing WARD WEEK values! Fine quality, expertly made play togs for girls or boys. Tested and approved in Wards own Laboratory for correct size, washability, wearing qualities. Soft, smooth pinwale cotton corduroy is machine washable, stays fresh and new-looking after many launderings. In popular washfast colors! CREEPER with easy-open snap legs for infants... 12 to 24 mos. OVERALLS with bib front, elastic back for tots... 2 to 4 BOXER SLACKS with elastic waist... 3 to 6x



**WARD WEEK VALUES
SWEATERS AND SLACKS**

3⁹⁹ 1⁹⁹

(A) Special purchase! Soft bulky Orlon® Acrylic cardigans in new basket weave. Machine washable. Fashion tones. 7 to 14.

(b) Save 1/2! Cotton corduroy slacks in new prints. Tapered legs, elastic back. Washable. 7-14.

**SAVE 20% TO 33%
SEAMLESS TIGHTS**

1⁵⁸

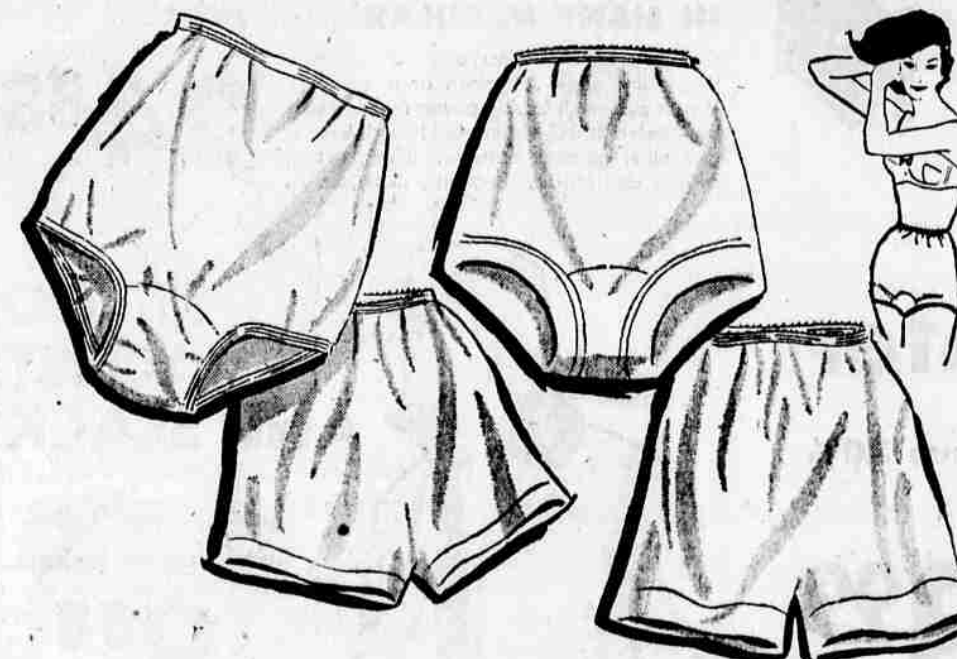
(c) Reg. 1.98. Cable-stitch nylon stretches to smooth fit. No seams in leg or foot. Colors. 7 to 14. Sizes 1 to 6x, reg. 1.69... 1.28 Sizes 9 to 18 mos., reg. 1.49... .99c



**SAVE 50c ON
BLANKET SLEEPERS**

3⁴⁸
Reg. 3.98

Like wearing a blanket! Fleece knit acetate and acrylic blend is machine washable. Non-slip plastic soles. S-M-L (1 to 4).



**semi-annual sale
of SPUN-LO® panties**

48c

(a) Elastic or
(b) Band leg brief

REGULAR 50c EACH

Carol Brent Beau Dura quality of knit rayon that's non-clinging, famous for natural elasticity. They give with every motion, yet keep their shape. Contour-cut and proportioned for smooth, comfortable fit. Choose pink or white. Regular sizes S, M, L.

Reg. 69c XL briefs... 54c
Reg. 69c (c) short, full flare; (d) cuff... 54c
Reg. 79c XL hip sizes 45 to 52... 64c

**splurge now on
future fashion**

**BUY SEWING FABRICS AT
WARDS EXTRA LOW PRICES**

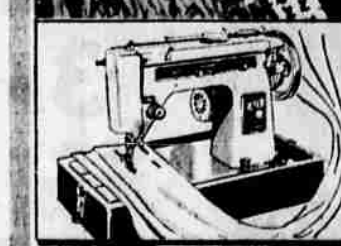
Saxonella flannel of rayon-acetate machine-washes, resists creases. Plaids, solids. Reg. 1.89 **1⁴⁸ yd.**

Printed cotton corduroy in machine-washable colors. Crease resistant. Superb styles... Regular 1.29 **94c yd.**

Acetate magic crepe prints with a silk-look; resists creases. Special. Exceptional design... Regular 98c **74c yd.**

Pima cotton broadcloth, specially purchased. Wide assortment of most popular solid colors. **74c yd.**

Cotton cordette prints for dusters, robes. Cord effect in eye-appealing patterns. **2 yds. 78c**



**20-CAM ZIG-ZAG AUTOMATIC PORTABLE
WITH A BUILT-IN BUTTONHOLE MAKER!**

Sews hundreds of fancy stitches and even makes perfect buttonholes, every time, automatically, without attachments ever! **\$149**

100,000 ITEMS TO CHOOSE FROM—IN WARDS RETAIL STORE AND CATALOG DESK

SATISFACTION GUARANTEED
or your money back: Wards policy since 1872



MONTGOMERY WARD

NO MONEY DOWN
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