

WARD WEEK SALE


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**MONTGOMERY WARD**

WHEN ALL AMERICA SHOPS AND SAVES



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Shopper's delight! Great values throughout the store!



# FURRED COATS newest styles ...luxury trims

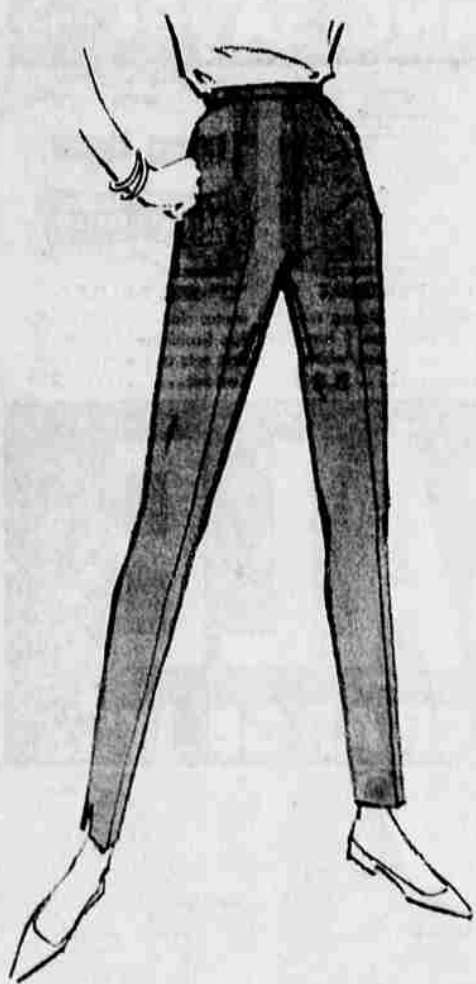
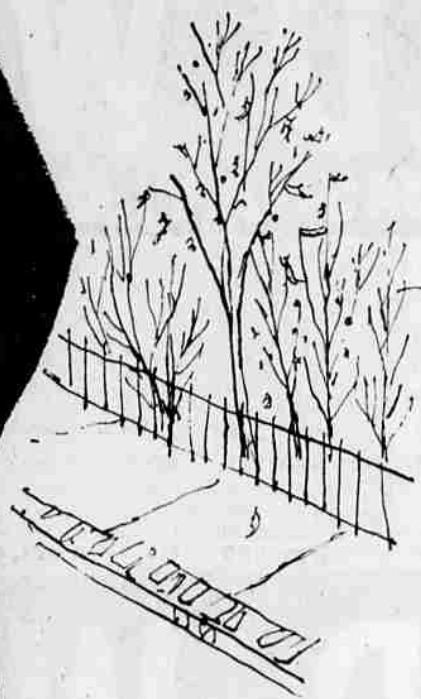
LOW WARD WEEK PRICE

**\$33** REG. 39.98

- Fabrics: wool zibelines, meltans, mohair loops
- Colors: bamboo beige, brown, red, blue, black
- Fur Collars: new, face-flattering styles

What do you need? A coat with a collar of fur, so luxurious and flattering . . . Wards brings you the utmost in quality at a tiny price! Fur trims are mink, black-dyed fox, wolf, brown-dyed squirrel. Warm woolens in winter's newest shades. Sizes 8-20.

Fur products labeled to show country of origin of imported furs.



**FROM ITALY!**  
SPECIAL FOR WARD WEEK  
LINED WOOL/NYLON PANTS  
**5<sup>88</sup>**

You know the Italian flair for sportswear! These expertly tailored, 90% wool, 10% nylon pants have elasticized waist, side zipper . . . are slit at ankle. Fully rayon taffeta lined. Black, gray heather, taupe, loden, blue. 8-18.

## SAVE 4.10 fur collared winter coats

THE PERFECT GROWN-UP TOUCH  
OF FUR FOR GIRLS' DRESS-UP

**13<sup>88</sup>** REG. 17.98

- Most trimmed in black dyed rabbit\*
- Smart wool and wool blend fabrics
- All the latest fashion colors

A fine saving on a style she'll love—Wards Miss Brent coat is a favorite with the girls . . . features winter-time warmth with an added fashion touch of fur. Some pile linings, girls' sizes from 7 to 14.

\*All furs labeled to show country of origin. See Wards complete girls' Chubby line, too!



**SAVE 2.21**

GIRLS' REVERSIBLE JACKET  
WATER-REPELLENT SKI TYPE

**7<sup>77</sup>** Reg. 9.98

Switch it either way—to quilt or plain—it still keeps out the winter wind in cozy style! Great Miss Brent features are washable nylon fabric, handy zipper pockets; colors, white, red, blue, all with black; sizes from 7 to 14.

See Wards complete girls' Chubby line, too!

**NO MONEY DOWN ON ANY CREDIT PURCHASE AT WARDS. JUST SAY "CHARGE IT"**