

JOIN THE THOUSANDS SWITCHING TO WARDS

OPEN TILL 9 P.M.

MONTGOMERY WARD SUPER VALUE Sale

SALE STARTS THURSDAY 9:30 A.M. — QUANTITIES LIMITED — ALL ITEMS ON SALE WHILE THEY LAST — SALE ENDS SAT. 9 P.M.

52% off Ladies' untrimmed coat



CHOOSE FROM A BIG ASSORTMENT
\$19
REG. 39.99

- Choose from an assortment of popular new styles
- Comes in sizes 8 through 18. Save now at Wards!
- Pick from many new popular colors. Shop today!

Stay warm all through the cold winter months in these fine quality untrimmed coats. Choice of popular styles and colors. Comes in women's sizes 4 through 18. Shop now for quality at Wards.

33% off! Dresses



5⁰⁰
REG. \$5.99

- Choose from an assortment of colors
- Many new styles to pick from
- Comes in Junior Misses sizes 7-20

Add to your wardrobe with the quality Wards dresses. Choose from many styles and colors in Junior Misses sizes 7 through 20. Shop and save during this sale!

Seamless nylons



3 Pr. 99^c
"CHARGE IT"

- Dress sheer
- Reinforced heel and toe
- Santan or beige

Try Wards quality nylons. Sizes from 9 to 11. Med. lengths only. Resists snags, washes and dries in a wink.

55% off whimsies



88^c
REG. 1.99

- Choose from many popular styles
- Comes in your choice of colors
- Plain or decorative styles. Save!

Hurry to Wards for these fine fashionable whimsies. Choose from an assortment of styles in your favorite color. Hats that give you that feminine look. Save!

Week-End Special



1¹⁶
2-LB. PKG.
Reg. 69c lb.

- 6 varieties
- Deliciously fresh
- Hurry! For this tasty savings

Not 1 or 2 kinds of "goodies" — but six! Nuts, jellies, creams, raisins, malted balls, caramels in light, dark chocolate. Buy now at big savings!

36% off cotton bra

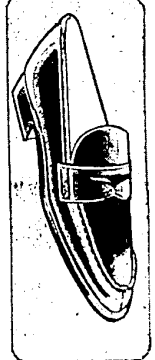


1⁶⁶
REG. 2.25

- Has adjustable stretch straps
- Extra low back of Lycra® Spandex
- A 32-36, B 32-38 C 32-40

Adjustable stretch strap of rayon-nylon rubber-acetate lock in position; low back of stretch nylon-Lycra® Spandex power net gives perfect comfort.

31% off lounge



3⁴⁴
PAIR
REG. 4.99

- Classic penny strap style shoe
- Lockstitch sole construction lasts
- Long wearing composition sole & heel

Classic penny strap style gives you good looks and comfortable fit. Combination last; lockstitch sole construction for wear. AA 6½-10; B 5-10. Black.

50% off on slacks



99^c
REG. 1.99

- Girls unlined Corduroy slacks
- Comes in girls bell sizes 7 through 14

Girls' cotton corduroy sleek tapered pants in 4 great fashion colors. Has two handy pockets. Washable. New assorted colors. Save now!

25% off on Jeans



1⁴⁴
REG. 1.99

- Nylon-fortified cotton denim, boys' sizes 2-6x
- Fused double knees; machine washable
- Slim Western style; 2 front, 2 hip pockets

Tough and ready to take plenty of punishment and machine washings, these are just the jeans for your junior cowboy. There's extra wear in every pair—extra value, too, at Wards special low price. In favorite colors 2-6x.

50% off Mens Shirts



4 for 5

- Assorted styles
- Assorted colors
- Sizes S, M, L

When you see such a wide choice of good quality men's shirts in stripes, solids, embroidered motifs and madras-look plaids at a price this low, you know you've got a bargain! Crisp, washable cottons; rich rayons. S, M, L.

55% off on jacket



5⁸⁸
REG. 11.99

- Men's Bronx laminated jacket
- Blend of nylon-acetate bonded to foam
- Has a cotton print lining

Cotton knit inserts accent trim cadet collar. Cotton print lining. New spring collar. Wash and wear blend of nylon-acetate bonded to form. 36-46.

Save 37% on shirt



1⁹⁹
REG. 2.99

- Boys' shirts that never need ironing
- Never even touch up wash, dry, wear wear
- Trim button-down Ivy styling

Specially processed blend of 50% Fortrel® polyester-50% combed cotton feels smooth and crisp, looks wonderful washing after washing. Sizes 8-20.

Save 50% on socks



3 Pr. 99^c
REG. 3/1.59

- Men's deep cushion-foot comfort
- White cotton with non-blind elastic top
- Comes in sizes 10 through 13

Deep cushion-foot comfort is yours in these healthfully absorbent socks. White cotton with non-blind elastic top. Stock up now on these quality socks.

44% off sailcloth



44^c
REG. 79^c

- Just wash and wear for easy care
- It's crease and spot resistant
- Sanitized® treated to keep always fresh

Isn't it just like Wards to have a wonderful fabric like cotton poplin now when you want it most? It's crease and spot resistant and Sanitized® treated. Save!

31% off on pillow



3⁴⁴
REG. 4.99

- Has a soft Dacron® polyester filling
- Cotton tick has plaid or blue on white
- 21x27" finished size. Save today!

Shop now for savings on these fine quality Dacron® fiberfill pillows. Soft, perfect for home or cottage. Stock up now while this sale is on. Save at Wards!