

**WARDS**  
MONTGOMERY WARD



# Bell Ringer

**BACK TO SCHOOL**

# VALUES



2.98

3.98

JUST ARRIVED! DRIP-DRY EASY-CARE

## SCHOOL COTTONS

**2.98**  
SIZES  
3-6x, 7-14

**3.98**  
SIZES  
7 to 14

Exciting new chemises, bouffants in famous cottons by Dan River, Galey & Lord. Little or no ironing needed!

First, shop Wards . . . then send them smartly off to school! A value-packed selection of new dresses . . . all with new wash and wear finishes! See new silhouettes, exciting colors, clever details. Many two-piece looks, bolero effects too! Hurry in!

**SPECIAL PURCHASE**

Boys' Wash 'n Wear Shirts <b>1.48</b>	Girl's Novelty Panties pr. <b>35c</b>
Surfers Latest style for outdoor sports. <b>3.98</b>	MEN'S Knit Shirts Assorted colors. <b>99c</b>



**50 YARDS!**

4-tier nylon net bouffant makes your skirt a standout!

**3.98**

Smooth fitting nylon tricot top, elastic waist. Choose blue, pink, white, maize. Sizes: S (24-26"), M (27-29"), L (30-32").



High schooler's Ivy shirts need little or no ironing

sale **2 for \$5**

Come in . . . save now on regular 2.98 shirts that take top honors in class! Wrinkle-free, wash and wear cottons in stripes, plaids, checks . . . new foulards.

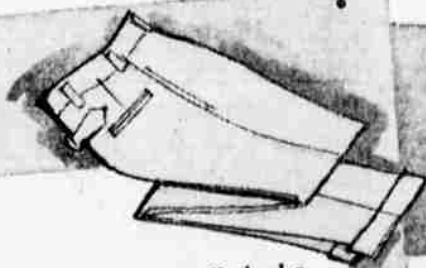
Top school selections for active boys

Wash and wear sport shirts  
Little if any ironing needed! Fine cotton broadcloth, long sleeves, 2-way collar. 6 to 18. **1.98**

Rugged cotton twill Ivy slacks  
Heavy, long-wearing 8.2-oz. twill. Buckle back, slim-look pleatless front. 8 to 20. **2.98**

Wards Royal Oak\* knit shirts  
Smart novelty collar styles, bright colors! Washable cotton knits need no ironing. 6 to 18. **1.79**

Guaranteed fused-knee jeans  
Knees outwear jeans or a new pair free! Western styling. 4 to 12. **1.48**  
\*Royal Oak—Wards own label. Your assurance of top quality, fine workmanship, extra value.

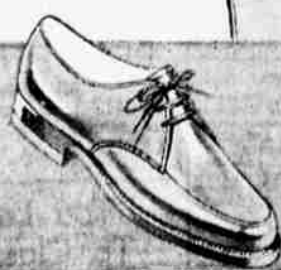


Young men! "Ivy" slacks  
Slim, back-buckled Ivis in wash-and-wear polished cotton. All sizes. **3.98**



Child's extra-sturdy brown moc oxford  
**4.98**

Pre-tested for rugged wear at school or play! Husky leather, durable Neolite soles. 8 1/2-3.



Smart new style for big brother  
**5.98**

Trim, handsome 3-eyelet tie—just like Dad's! Lustrous black leather. Neolite soles. 2 1/2-6.



Ivy-buckle saddle for big sister  
**4.98**

Campus favorite—so trim and flattering! Tapered toes, cushion crepe soles. Black 'n' white. 4-9.



SALE! Boys' all-wool varsity jackets

**744**

\$1 DOWN LAYAWAY  
Special purchase of hard surface Melton-weave jackets. Hip-length varsity style. White snap buttons. Warm interlining. 2-tone rib knit collar, cuffs. Colors, 10-20.



SALE! Save 25%! Young men's warm all-Orlon sweater shirts  
Easy-care Orlon that's soft (yet warm) is tops in, or after class. Knit collar, and cuffs hug snug. Contrast trim 'n' 3-button neck opening. **2.99**  
REG. 3.98

BUY SCHOOL NEEDS FOR GIRLS AND BOYS NOW . . . PAY LATER ON WARDS CONVENIENT TERMS