

MONTGOMERY WARD

2nd birthday sale

We're really celebrating! Don't miss these savings!

WARDS FASHION HANDBAGS WITH NEW-FALL LOOK

1.99
plus 10% Fed. tax

Full of fashion, with perfect back-to-school styles included in the collection! See smart, textured jute bags... sleek plastics with a leather-look... styles with zip-top openings, gold-tone metal frames. Bone, black, chestnut, fawn, natural... so new, so great!

FREE! Prizes, Refreshments, Special Events!

FUN FOR EVERYONE!



SPECIAL BUY
MINK, FOX OR SQUIRREL TRIM
AT WARDS LOW 39.98-79.98

mink trimmed as sketched **39.98**

Special pre-season value brings you this remarkable buy! A collection of luxury coats masterfully tailored, elegantly furred. Sketched: *Silver-blue mink on brown wool, *autumn haze mink on taupe. 8 to 16.
*Emba Mink Breeders' Association.
For products labeled to show country of origin of imported furs.



ITALIAN KNITS
IMPORTED DOUBLE KNITS
AT WARDS LOW PRICES

22.98

Wards worked with Italian craftsmen to bring you a beautiful collection of wool knits... like this wonderful 2-piece outfit with its short boxy jacket, scalloped finish. Full-fashioned. Red, royal blue. Sizes from 8 to 16.

CUFF LINK SHIRTS



VERY SPECIAL! COMBED COTTON IN SIX COLORS

1.44

Terrific buy at Wards! Long sleeved shirts in fine combed cotton, Sanforized* for beautiful washability. Various collar styles, some with metal clasp. Free emblem cuff links with all (or button them if you prefer). Blue, pink, white, red, beige, brown. Sizes 32 to 38.

QUICK-CARE BUY



BOYS' NEW-LOOK TACKLE TWILL MACHINE WASHES

6.99
REG. 7.98

Sensational savings! Crisply textured cotton and rayon gets a bulky knit stripe-trim collar. Detachable drawstring button-on-hood, sleeves elasticized at the wrists. Half Acrilan* acrylic pile, half acetate quilt lining. Fully machine washable. Excellent value! Sizes 4 to 6x.



SMOOTH LINE
CAROL BRENT REG. 5.98
LONG LEG PANTY GIRDLE

ONLY 4.99

Downstretch front, satin back and hip panels, for smooth tummy, streamlined derriere and hips. Special thigh control. S, M, L, XL. BRA. Reg. 1.59. Contour padded. 3 section cup stitching for uplift. 32-38, A, B, C. 1.28



SAVE 25%
MISSES' COTTON PANTS IN
CAPRI AND ANKLE LENGTHS

2.99
REG. 3.98

Rush in for these! You'll save a neat 99c on every pair. Pick up stunning, color-right solids and fancies—in capri or ankle length. All smooth fitting, all tailored to Wards own high standards. Sizes 10 to 18.



REDUCED 25%
FALL BONANZA OF EASY
CARE COTTON GINGHAMS

REG. 79c yd. **58c** yd.

A stunning collection of gingham fancies in vibrant autumn plaids and plain gingham in dark muted tartans for fall fashions. Sew for school—for dress in versatile gingham. Combed cotton, washable, colorfast. 44/45".



SAVE 28%
NEW LOW PRICE! SLIPS
... SLIM-LINES OR BOUFFANTS

1.44 EACH
Reg. 1.98 ea.

Wait 'til you see these great buys! Choose the easy-care Dacron* polyester, nylon 'n' cotton straight-line or the crisply ruffled nylon bouffant. Both fit snugly with elasticized waists. Each has adjustable shoulder straps. 7 to 14.

N O M O N E Y D O W N

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AT WARDS WE PROMISE YOU "SATISFACTION OR YOUR MONEY BACK."