

OPEN  
THURSDAY  
and FRIDAY  
NIGHTS  
UNTIL 9:00  
Until Christmas

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when you  
buy  
anything  
on credit



HUNDREDS OF ITEMS REDUCED  
**BACK-TO-SCHOOL  
VALUES**

**ORLON® CARDIGAN**



REGULAR 3.59  
GIRLS' CLASSIC  
SCHOOL SWEATER

**2.99**

Soft, warm, easy-care Orlon® acrylic... machine washes, dries in a wink. Wards has them in an array of her favorite fall colors. Hurry, stock up on this great buy! 7-14. Matching short sleeve pullover, double ribbed neckline, keeps shape. Reg. 2.59... 2.19

**FALL FESTIVAL**

**SAVE \$1-wash 'n wear  
cotton oxford**

REGULAR 3.98 MACHINE  
WASHABLE FASHIONS

**2.98**

EACH

All the new looks for littlest girls from A-line skimmers and shirtwaists to 2-piece jumpers with blouse. Every one is tailored of extra-rich combed cotton oxford cloth... value-packed with quality extras like deep hems, full-sweep skirts. Choose from plaids, solids. Machine wash, scarcely see mom's iron. Hurry, come see, come buy! Sizes 3 to 6x.

GIRLS' .....	Sizes 7-14
Reg. 4.98 .....	NOW 3.88
Reg. 5.98 .....	NOW 4.88



**WARD VALUE**

POPLIN-FACED RAINCOAT  
REVERSES TO A GAY PRINT

**6.88**

Rain-or-shine fashion she can wear two ways! Solid fine combed cotton poplin about-faces to a crisp rayon acetate print. Water repellent, Cravanette® Plus, throughout. Collar converts to a hood! New shades. Sizes 7-14.

**MACHINE-WASH**



TWO-PIECE  
SHIRT AND  
SLACK SET BUY

**1.99**  
SET

Reg. 2.98

Don't miss this amazing Ward value! For one tiny price you get a crisply striped woven cotton shirt and carefully tailored rayon flannel slacks. Pick his favorite colors. Sets are machine washable. Fine quality, low price! Stock up on these values now. Sizes 3 to 6x.

**LITTLE BOYS SAVE**



BRENT JR. SHOES  
IN TWO POLISHED  
POPULAR STYLES

**3.99**  
PAIR

REG. 4.99

Take advantage of this low Ward price... send him back to school in style! Choose quantone stitched oxfords or side gore slip-ons... both with extra long wearing neolite composition soles, black leather uppers. Sizes 8 1/2 to 3. 5.99 Brents for big boys. 3 1/2-7, D. 4.99



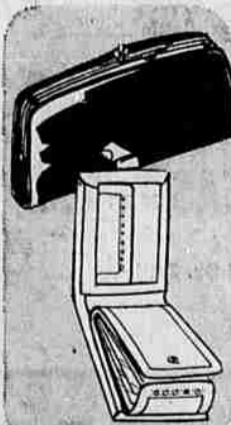
**BONUS!**  
WHILE THEY LAST—  
PLASTIC PENCIL BOX  
WHEN YOU BUY  
CHILDREN'S SHOES

**SAVE \$1**

LITTLE GIRLS' MISS BRENT  
BLACK NYLON VELVET SHOES

**3.99** pair  
Reg. 4.99

Time for school, and for the classic oxford in black velvet with smooth leather saddle. Or choose the popular "U" throat style wrapped in nylon velvet. Both with cushion crepe soles for comfort. 10-3 C in the group.



FASHION-STYLED  
WALLET VALUES

**1.88**

plus 10% Fed. tax

The luxury look, in smart tapestry types, cowhides, trim 4" French purses, or 6 1/2" dome-top triple-openers.

**TEXTURED FABRICS**



REG. 79¢ YARD  
WASH AND WEAR  
COLOR FAST

**66¢** Yd.

Wards wonderful collection of textured cotton fabrics for fall suits and dresses. Choose cords, piques, jacquard, woven knit effect in transitional colors. Machine wash and color fast! Excellent buy! 36 to 45 inch widths. Hurry in, sew and save at Wards!



TRIPLE ROLL  
CREW SOCKS

REG. 2.98  
PR. 98¢ **2 PR 88¢**

100% soft, absorbent combed cotton. Spandex Vyrene® polyester elastic cuffs. Reinforced heel, toe. 9-11.

SCHOOL CHILDREN OF ALL AGES ... REGISTER NOW ... IN MEN'S, WOMEN'S, BOYS', GIRLS' or SHOE DEPTS.

**FREE!**

**\$50**

BOY'S Wardrobe  
GIRL'S Wardrobe

**FREE!**

**PRINCESS TELEPHONE**

WITH 6 MONTHS PAID UP SERVICE CHARGES!

AWARDED TO A HIGH SCHOOL STUDENT EACH  
THURSDAY AT 8:00 PM THROUGH AUGUST 22!

AWARDED AUGUST 29, at 8:00 PM