



15.98

*Sparkle, sparkle
little Dress*

**WEAR IT NOW
TO WIN SUCCESS**

Bands of multi-colored nailheads at shoulders and waist add drama to your special evenings. **15.98**
Sizes 11 to 15.

Sequins dot the yoke like glistening raindrops, tucks dart across the bodice. Shirred skirt. **12.98**
Black.

Visit Ward's Fashion department now ... during Ward Week. You'll find an unusually complete assortment of the newest styles for all occasions ... Casual types priced 4.98 to 12.98 ... Dressy "after dinner" fashions 9.98 to 19.98 ... Shop now during Ward Week.



12.98

Gay Wool Jerseys

**FLASH BRIGHT NAILHEADS
ON THE FALL FASHION SCENE**



1998

Shine of nailheads on waist and slash pockets...high fall shades ... flowing lines of wool jersey ... spell glamour for juniors, 9-15.

Soft, fluid lines of wool jersey molded in bright fall colors ... create attention and excitement for the miss from sizes 14 to 20.

Add this purchase to your Monthly Payment Account

ward week
Shop Now and Save!
Going Full Blast!

*Excitement...
Variety...
Value...*

**In Ward's New
COATS FOR FALL**



10 to 20
24.75

Your versatile box coat takes exciting new details like wide pointed lapels, flange shoulders! Warmest pure wool in colors like black, grey, green, or brown. Sizes 10-20.

24⁷⁵

If you yearn for the broad shouldered, little waisted look—here's the perfect coat! A figure flattering silhouette in softest all wool. Black, brown, grey, or green. Sizes 10-20.

29⁹⁵



10 to 20
29.95

\$1 DOWN plus regular payments holds any cloth coat or suit for 4 weeks



MONTGOMERY WARD