

Montgomery Ward



WARD FALL FASH PREVIEW

HAND PICKED STYLE FIRSTS!
 DIRECT FROM NEW YORK TO WARDS SALEM
ESPECIALLY PRICED FOR

\$1 Down
 will hold
 this suit
 'til Nov. 1st

See Wards Exciting Collection of

NEW FALL SUITS

Reg. 35.00
\$31.88

Specially Priced For Fall Opening

Variety is the keynote to Wards Fall suit assortment! Every suit is meticulously tailored in the newest accepted style for Fall 1950. See the smart pure worsted gabardines, the novelty worsted fabrics . . . the fine rayon crepe lining and hand finished details! You'll marvel that such superb quality, fine tailoring and beautiful styling can be yours at this low Ward Price!

- GABARDINES!
 - CHECKS!
 - PLAIDS!
 - SHARKTICS!
- All 100% Pure Wool

NEW FALL COATS FOR Teens and Mid-Teens

Here's fashion news for stylish girls . . . coats styled for hard-to-fit teen agers who want quality and smartness. All wool tweeds, fleeces, sheen covers, plaids, checks and chin-chillas. Some with hoods. 10 to 16.

Wards Low Price **16⁹⁸**

BETTER TEEN-AGE COATS

All wool fabrics in the newest fall shades! Fitted and boxy styles. Top quality. 10 to 16.

Budget Priced! **19⁹⁸**

Big Selection Of NEW DRESSY RAYONS

In black and new fall colors. Sleek and slim, graceful and feminine . . . pick which ever pays you the prettiest compliments! Rayon tissue failles and crepes.

Others 7.98 to 12.98

Tailored and lavishly trimmed styles. **9⁹⁸**

PLAID SKIRTS
 Smart, colorful fall plaids in a handsome blend of 55% new wool and 45% rayon. 24 to 30. Shop early for best assortment.
 Compare at 3.98 **2.69**

NEW! VESKITS
 These new vest-jackets lead a double life because they're reversible . . . one side rayon gabardine, the other hounds-tooth rayon check. Removable studs. 12-16.
 A Style Hit **3.98**

WOOL CARDIGAN
 Soft, lovely 100% Australian wool in the prettiest colors you've ever seen! Specially knit neck line, cuffs and bottom hold their shape. 24 to 40.
 Special Purchase! **2.49**

CASHMERE BLEND
 25% fine imported Cashmere blended with 75% genuine Australian saphyr. Beautiful pastels, natural and white.
 Cardigan **6.98** Slip-on **4.98**