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STARTS TOMORROW!

Montgomery Ward

**DIRECT FROM NEW YORK**—Mr. Paul Wolf has just returned from an extensive buying trip to New York. While there, he had an opportunity to visit and work with the leading women's fashion manufacturers. All of the Suits—Coats—Dresses you will see at our **FALL FASHION PREVIEW** were hand picked for outstanding features in the latest fashion trend for the coming Fall season.

**\$1 DOWN**  
Holds Your Selection  
'Til Nov. 1st  
**MAKE YOUR SELECTION TOMORROW!**  
**FALL OPENING SHOPPERS**



Look to Wards for Value in

# NEW FALL COATS

Specially Priced For Fall Opening

All pure worsteds . . . all new Fall 1950 styles! Fitted, boxy and belted styles with expensive hand-finished details and smooth-fitting rayon crepe linings. All the new fall shades. Sizes 10 to 20.

Reg. 29.98  
**\$26.88**

- GABARDINE!
  - TWEED!
  - BROADCLOTH!
  - SHARKSKINI!
- All 100% Pure Wool

# New Fall Dresses!

## MENSWEAR RAYONS

These look equally at home in a class room or behind a desk. Smooth, hard-finish rayon menswear that keeps its crisp lines; wears and wears. A host of styles in junior and miss sizes.

Others 7.98 to 10.98

Newest styles, just unpacked!

**9.98**

## GIRLS' COATS Priced Low to Please Mother

Grand for dress-up, but sturdy for school wear. These 100% reprocessed wool coats have rayon twill linings, warm cotton interlinings. Many have detachable hoods. Fall colors. 7 to 14.

Excellent Buys!

**9.98**

## Our Finest GIRLS' COATS

Just what young style leaders need for school and dress-up! A variety of lovely all-wool fabrics in fitted and boxy styles. 7 to 14.

Top Quality

**14.98**

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

### RAYON BLOUSES

As they are . . . the popular Fan collar style in dainty colors and white. Sizes 32 to 38. You'll want several!

**1.98**

### Newest 2.98 Blouses

For variety, for style, for quality, see Wards new Fall collection of blouses! Drusy and tailored styles in rayons, cottons, nylon-acetate rayons! 32-40.

Two Days Only! **2.69**

### JERSEY BLOUSES

Exciting as the new season, yet practical as they are fashion-wise. Flattering necklines, dolman, short or three-quarter sleeves. Rich colors. 32-38.

**3.98** Others 2.98 to 6.98

### Corduroy Jumpers

A must for every school wardrobe . . . a big lift for every sportswear wardrobe. Bright fall colors. Sizes 12 to 18.

Also in wool plaids **6.98**