



Announcing . . .

WARDS NEW BOYS' DEPARTMENT

★ With everything for boys 4 to 18! Here, at last, is the department you've asked for . . . created to make shopping easier for you! We've assembled all the clothing boys need in one spot . . . to save you steps, save you time! Come visit us today . . . then make Wards your headquarters for all Boyswear shopping!



- CASUAL COATS FOR SCHOOL!** Sizes 10-18 **6.59**
- WINTER-WEAR ABBREVIATED!** Sizes 10-18 **14.98**
- SLACKS FOR ANY OCCASION!** Sizes 10-16 **4.98**
- SMOOTHWEATERS AND ALL-WOOL** Sizes 10-18 **2.29**
- MAN-TAILORED SUITS FOR BOYS!** Sizes 4-10 **10.98**
- "AT EASE" SUITS FOR JUNIORS!** Sizes 4-10 **12.98**
- WARDS WINTER WONDER COAT!** Sizes 4-10 **7.98**
- TO RAINPROOF ONE JUNIOR BOY!** Sizes 4-16 **4.15**

Two-toned effect . . . wool suede front—all-wool back and sleeves! Team with matching or contrasting. Deep brown or blue.

Fingertip coats that are made for comfort! Part-wool with a warm quilted rayon lining. Popular single-breasted fly-front style. Practical brown or blue.

Practical with sweaters for school . . . smooth with a jacket for dress! Part-wool slacks that are smartly tailored, pleated and cuffed. Blue or brown.

So casually comfortable, these two-toned coat-sweaters at Wards! We've a wide selection of colors and styles. Come see them today!

Smart diagonals . . . neat checks in grown-up single-breasted styles for the young man of the family! Let him choose his own suit in favorite blue or brown.

Smooth combinations of covert and tweed . . . fine enough to please the most debonair young gentleman! Casual neckline for the "at ease" feeling! At Wards!

Warm enough to satisfy Mother . . . comfortable enough to please her son! Fingertip coats that ditto big brother's . . . of fleecy part-wool in brown or blue.

Have a synthetic rubber raincoat with matching cape hood from Wards! Roomy enough to slip on over coats! Fly-front style. In practical black or white.

- BRIGHT PLAID SPORT SHIRTS** Sizes 10-16 **2.29**
- LEATHER BELTS OF ALL STYLES!** Sizes 22-32 **1.00**
- BOYS' COVERT WORK PANTS** Sizes 6-12 **1.27**
- JUNIOR SWEATERS . . . SENIOR STYLES!** Sizes 4-10 **1.98**
- HERRINGBONE TWILL SLACKS** Sizes 4-10 **2.49**

Smooth . . . practical . . . warm—what more could be asked of any shirt that's absolutely tops for school? Of combed cotton flannel in Scotch plaids.

Whether it's a belt with a Western twang . . . or something more conservative you're after . . . you'll find it in Wards new Boys' Department! Check today!

Of super-heavy covert cloth that's made to take the hardest wear! Huge patch pockets . . . double-stitched seams for extra strength. Sanitized.

Like Dad's . . . like the big boys' . . . two-toned or casual pullover style sweaters that any junior will love for school or play! Choose from browns or blues.

They take equally well to tumbling and tubbing! Well-tailored slacks that have the gang's approval for play or for school! Have them in brown or blue.

SHOP TODAY ON OUR CONVENIENT LAYAWAY PLAN. A dollar down; plus regular monthly payments, will hold 'til October 15, any cold weather item your boy will be needing this winter. Ask one of the friendly Ward employees about the Plan . . . today!

Montgomery Ward

1059 WILLAMETTE

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