

Montgomery Ward

\$1 DOWN holds your selection until Nov. 15th . . .
Exciting . . . new . . . Fashion Hits for Fall '48
at noteworthy Ward-low prices.



Tax-Free Fur-Trim Coat
 Wool broadcloth in Fall shades, luxurious muskrat tuxedo effect. 10 to 20.
\$68

Fall Dresses In Black
 Variety of slimming, figure-flattering blacks in rayon crepe. Sizes 12 to 44.
12.98

Carol Brent Cardigans
 Long boxy style, pure zephyr wool, wide selection of colors. 34 to 40.
4.98
 Matching Boxy Slipon **3.98**

Versatile Wool Skirts
 Fly-front or gored styles for all-around wear. Popular shades. Sizes 24 to 30.
4.98

\$1 DOWN HOLDS ANY ITEM
TILL NOV. 15th

Fall starts early at Wards! Whether you're school or office bound, a housewife or lady of leisure . . . you'll find the styles you want . . . comfortable, well-groomed clothes priced to suit the strictest budget. See them all! Choose from Wards fashions and make a sound investment in a wonderfully wearable wardrobe!



Girls' All Wool Coat Set
 Priced for Value! **15.98**
 Irresistible new silhouettes in radiant fall shades. Sizes 3 to 6x.
 1-4 with bonnets **12.98**

TODDLERS' BUDGET PRICED SNOWSUITS **6.98**
 One and two-piece styles with dainty trims to brighten the front of water-resistant cotton poplin snowsuits. Matching hood. Dusty pink or blue. 6 to 18 mo.

GIRLS' FINE ALL-WOOL PULLOVER SWEATERS **1.98**
 Semi-boxy style in all new wool. Firmly ribbed neck, cuffs and waistband. 7-14.

BOYS' RAINBOW PLAID CHOPPER COAT! **7.98**
 Practical, warm multicolor plaid of 22-oz. wool brushed to a heavy nap. Deep yoke gives extra thickness over front and back of shoulders. 10 to 18.

JR. BOYS' TWO-TONE COAT SWEATER . . . **2.98**
 Small fry's sweater with as much style as big brother's. All wool with a novelty checked front. Blue, light brown. 4-10.

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Boys' KNIT SHIRTS **89c**
 Suit your budget! Combed cotton for longer wear! Assorted stripes. 6 to 18.

JR. GABARDINES LONGIES
 Save at Wards . . . **3.98**
 Rugged gabardine with zipper, pleats. Blue, brown. 6-10.

8-OZ. BLUE DENIM BOYS' BAND O'ALLS **1.69**
 Yoke back style with orange stitching trim. Copper rivets. Sizes 4 to 15.

BOLD PLAID SPORT SHIRT
 Compare our price **2.19**
 Sturdy Sanforized* cottons! Blue, maize, green, red. 6-18.
 *Maximum shrinkage 1%
 Other Flannel Shirts **1.49**

BOYS' ALL-WOOL PLAID SPORT SHIRT **4.98**
 Warm, colorful and priced Ward-low! In-or-outer style. Assorted plaids. 8-18.



Make your school selections now!

Teens' Favorite Style
New Fall Colors **19.98**

Choose all wool sueded and overalls, reprocessed fleeces in lovely Fall colors. Sizes 10-18.

Hooded Swing Style
For the 7-14 **16.98**

For school, for dress—100% reprocessed wool fleece coat, interlined. Fall colors. Sizes 7-14.



♦ **COMPLETE BALANCE IN WEEKLY OR MONTHLY PAYMENTS** ♦