



**CHOICE SCHOOL COTTONS
FOR GIRLS, SIZES 7-14!**

Top Quality Fabrics
In Favorite Styles! **3⁹⁸**

School-time fabrics, styles and colors, all combined to thrill your fashion-wise daughters! Bright plaid and solid combinations, plains, prints, embroidered and eyelet trims... Every Fall color... all sturdy, well-made cottons!

**START THE SEASON WITH
MONEY-SAVING COTTONS!**

Washable Dresses, 7-14
Low-Priced for All! **2⁹⁸**

Your budget will smile when you see these practical and pretty school dresses, for your 7 to 14 daughters! Ruffles, flares, eyelet trims... all the frills fashion is dictating, in washable, well-made, long wearing cotton!



School Shoes

**PRICED TO
SAVE YOU MONEY!**

Here's Good Value **2⁹⁸**
At a Low Price!

They'll shine in class and be ready for high-powered play after school! These are Wards good quality Green Bands, built to our own rigid standards! Sizes 8½-3.



Red Band Means **3⁹⁸**
Better Quality

And here are Red Bands at a price that's as welcome as a good report card. Send them back to school in these good-looking, long-wearing shoes! Sizes 8½-3.

Montgomery Ward

for SCHOOL...for LESS...at Wards



**Look! Newest Diagonal Zipper
Rayon Gabardine Shirt for Boys!**

A New High in Value! **2⁹⁸**
Tan, Blue or Maroon

Here's that "something different" look your boy is sure to go for! Handsomely tailored of smooth, lustrous rayon gabardine with two flap pockets, convertible collar, in-or-out bottom. Get yours today! Sizes 6 to 16.

• Plaid Corduroy Slacks, 11-18. 4.98
• Sizes 6-10. 3.98

**Big New Line
Men's Shirts!
Lowest Price!**

1.98

Whites and Stripes!
Spread collar pastels!

See Wards big new variety of 1st Quality shirts at this thrifty price. Fine Sanforized broadcloths — regular or spread collars. Whites, fancies, solids, pastels. Tailored for lasting good looks.



**BOYS' PREP STYLE
BLAZERS**

Priced for Economy **39c**

Boys will really go for their snappy colors! Mercerized cotton, elastic top. Sizes 8½-11.



**LACY SLIPS IN GAY
NEW COLORS**

Sizes 32 to 44 **2.97**

Lace-laden and lovely! Multifilament rayon crepes, beautifully cut—in 6 popular pastel shades.



**RUN-PROOF RAYON
BRIEFS**

2-bar tricot knit **39c**

Made to sell for 79c! Easy to wash, no ironing! White, maize, pink, blue. Small, medium, large.

**A Winter Hit—
Hooded Coat
For Girls 7-14**

14.98

Pretty, Practical
and Winter Warm

See how she loves the soft lining, trim and giant buttons of leopard-stenciled fur pile! In warm, reprocessed wool fleece, with flare back, extra belt! New fall colors! A Ward buy. Sizes 7 to 14.



**Cotton Shirts,
So Popular for
Tailored Wear**

99c

A Prize-Buy at
this Low Price!

Wash them, give them plenty of wear—these classic favorites are durable, practical and always comfortable. At Wards low price, have several. Choice of rayon or cotton in white and pastels. Sizes 32-38.



**School Calls for Dark Cottons
Young in Style, Low in Price**

Quality fabrics at a
thrifty Ward price **5⁹⁸**

Time again for books and Wards wonderful collection of back-to-school cottons. A big more-for-your money group of crisp chambrays, ginghams and broadcloths in rich Fall plaids and deep solid colors. Skillfully styled for a fashion-minded miss. Junior, miss sizes.