

**SHOP WARDS
UNTIL 9 P. M.
EVERY FRIDAY**

Montgomery Ward

135 N. Liberty

Phone 3-3191

**ELEVATOR
SERVICE
TO ALL FLOORS**



**SLIM WAISTED FOR FALL
—BUDGET PRICED AT WARDS**

A Prize Ward Suit Buy, Priced at only **1998**

So trimly styled—so expertly tailored—looking dollars more than Wards tiny price! In crisp wool-and-rayon gabardine—with slim belted waist, new pocket details to slim your hips, flatter your waist! Choose from exciting new Fall colors—at Wards today! Misses' sizes.



**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!

**NEW CORDUROY
LEISURE COAT
IN 4 COLORS!**

1395

*Bold new style leader
—all rayon lined!*

Style sensation across the nation. Velvet-smooth durable corduroy—made for sport and casual wear. Removable all-around 3-piece belt. Choose yours in maroon, grey, cocoa or green.

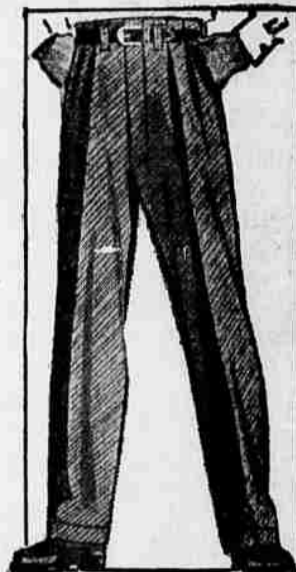


**MEN'S NEW FALL
SLACKS! ALL
WOOL GABARDINE**

1295

*Well styled for
Sports or Dress Wear*

New Low Price! Tailored with the new California seamless waist, full-pleat fronts, zipper fly. All wool gabardine in fall shades of blue, brown, tan and grey. Sizes 28-42.



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

**BOYS' SPORTY
PLAID COTTON
FLANNEL SHIRT**

1.39

*Economically Priced
to Fit Every Budget!*

Wear it to school... for sports, or for leisure hours! Medium-weight cotton flannel—ette for warmth plus wear. Convertible collar, in- or -outer bottom. Ass'd. plaids. Sizes from 6-18.



**BOYS' QUALITY
TAN ARMY CORD
TWILL PANTS**

2.59

*Tailored Just
Like Dad's!*

Ideal for play and semi-dress. Made of better quality corded sanforized, type 4 army twill—same as used in men's pants. All strained points bartacked. Cuff bottoms. Heavy 8-oz. wt. 6 to 16.



**CREPE
SOLES**

**5.50 Wing Step
Sport Shoes**

**NATURAL
RUBBER
SOLES!**

495

Girls! "Crepes" are the season's style hit... buy them now at a substantial saving! A wide variety of the newest styles, all Goodyear welted for long wear! Sizes 4-9.



FOR THE CHILDREN, TOO!

Try these for long, sturdy wear! Our Red Bands have all the quality features of higher-priced shoes. Choice of brown moc-type oxford or two-strap lounge. Sizes 10 to 3.

398

**'STRAINLESS' SLIPS
IN NEW PASTEL
EXCITING COLORS**

1.88

Luxuriously trimmed!

Made to sell for 2.98—yours now for far less! Patented "off-the-hip" seams prevent strain, twisting, riding. Rayon in pastels, white. Sizes from 32 to 44.



**REG. 2.29 BLUE
DENIMS—FOR
WORK OR PLAY**

2.19

22½-36-in. waists

Sturdy 8-oz. denim is Sanforized (shrink less than 1%). Full cut for action-free comfort—yoke back means smooth fit at hips. Copper riveted front pockets, 2 back pockets. Strongly sewn.



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USE YOUR CREDIT... ASK ABOUT WARDS CONVENIENT MONTHLY PAYMENT PLAN