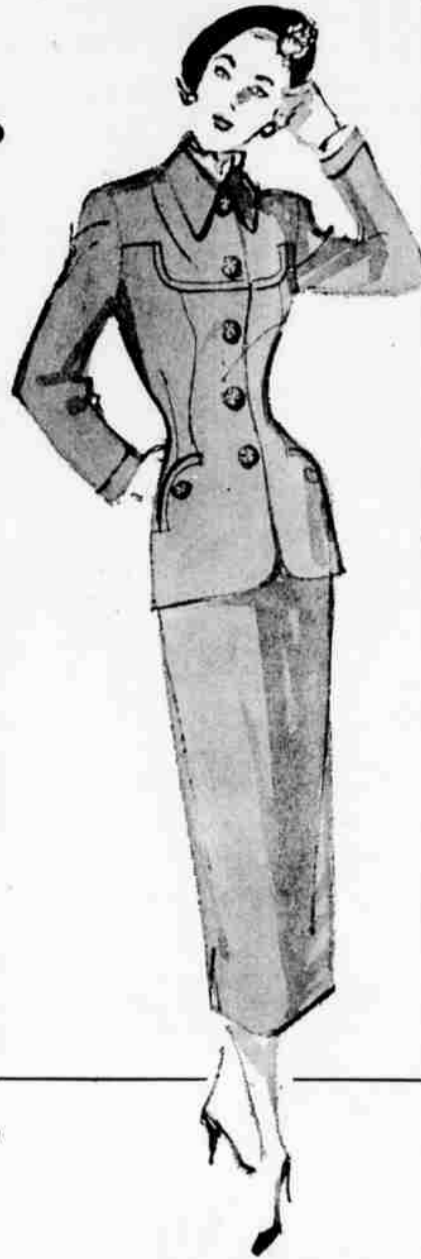


# Montgomery Ward

155 N. Liberty

Phone 3-3191

Here they are!  
 Fall's  
 Newest  
 Fashions  
 Flattering...  
 Choice Selection  
 Sensibly Priced



Add Your New Fall  
 Purchases To  
 Your Monthly Payment  
 Account At Ward's

BROADCLOTH IS NEW IN  
 1949 COAT FASHIONS

**29<sup>98</sup>**

All-wool twill broadcloths, rayon satin lined—the coats you want at the price you want to pay. Come see them today in new Fall shades. Misses' sizes.

PURE WORSTED SUITS,  
 FAMOUS FOR QUALITY

**\$35**

So expensive looking, but so downright thrifty—fine sheen gabardines and sharkskins, with hand-made details, rayon crepe linings. Fall colors. 10 to 18.

FLATTERY FOR FALL IN  
 DRAMATIC RAYON CREPE

**12<sup>98</sup>**

You'll thrill to our gala selection of dress-up styles, excitingly different with new sleeve and pocket treatments. Black colors. Sizes 9 to 15, 12 to 20.

CAROL BRENT JUNIOR  
 WITH TWO SKIRTS

**10<sup>98</sup>**

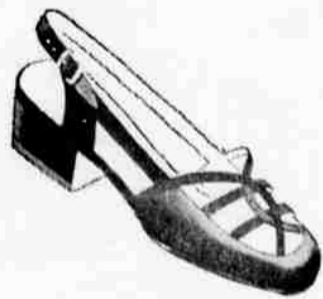
Our newest Carol Brent casual, beautifully tailored in rayon sharkskin. Two skirts to mix or match. Gray with green or wine, tan with green or wine, tan with brown. Sizes 9 to 15.

SEE WARDS  
 WINDOWS  
 TONIGHT!

**LIVE  
 MODELS**

WILL PRESENT  
 THESE AND  
 OTHER LEADING  
 FALL FASHIONS

Shop Wards Until 9  
 Every Friday Night



THREE WING STEPS  
 FROM OUR  
 NEW COLLECTION

**5<sup>98</sup>**

- New in style!
- Tops in quality!
- Leaders in value!

The ways to foot fashion are many... but the real achievement is to find them at a truly low price like this! Black suede in 3 heel heights. Sizes 4 to 9.

See Our Complete Selection



CAROL BRENT  
 PROPORTIONED  
 NYLONS

**1<sup>39</sup>**

- SIZES
- SHORT - 8½ to 9½
  - MEDIUM - 8½ to 10½
  - LONG - 9½ to 11

- COLORS
- COCO-TAN
  - MOCHA-MIST
  - GREY-TAUPE

Glamorous sheer 15 denier, 51 gauge! Proportioned through the ankle, calf and thigh as well as the length! All clear Nylon from top to toe. The fine, even seam flatteringly slenderizes! Reinforced heel, toe for extra wear!