

155 NO. LIBERTY

Montgomery Ward

Phone 3-3191



SAVE ON FASHION-NEW STYLES

EVERY ITEM CUT 10% to 14%

Save 10% on New Fall Wools

Regular 12.98 Coats

Regular 16.98 Suits

Regular 8.98 Dresses

Reg. 2.98 Blouses 2.57 Sizes 32-38

Reg. 3.98 Skirts 3.57 Sizes 22-30

For girls 10.88 Sizes 10-14

Juniors 14.98 Misses

Juniors 7.77 Misses

(A) Wards cuts the price almost \$2— and early in the season too. All wool checks, tweeds, reprocessed wool meltons. Many smartened with muffs, scarfs, detachable capes. Some rich with fur fabric trims cotton velvet- seen accents. Each coat made for long wear, interlined. Fall shades.

(B) These rayon-and-acetate Suits are outstanding values at this sale-low. Save \$2 now on new fall styles in gabardines, flannels, checks, stripes. Some have boxy poodle jackets faced with 100% wool, backed with cotton. Contrasting colors, fabrics; trims add fashion-importance.

(C) Shown—just one of Wards big, brand-new selection of fall Dresses— sale-priced now. Styles in rayon and acetate flannels, gabardines or men's- wear fabrics. Slim sheaths, wide flared skirts, shirtwaists, coat or two- piece fashions, and many more. Each beautifully detailed. Rich fall colors.

(A) Cottons in color-rich woven plaids, stripes. All so neatly tailored—styled with Peter Pan, convertible, club collars. So smart over casual skirts, slacks. Every one pre-shrunk, vat-dyed.

(B) 100% wool worsted jerseys in favored classic styles. Many feature dolman sleeves, pretty trimmings. All so wearable over solid or patterned casual skirts. In assorted rich fall shades.

(C) Dressy acetate-rayon crepes to complement crisp, swirling-skirts. Styled with soft, flattering necklines, some sparkled with rhinestone-touched buttons. 100% washable. White, pastels, darks.

(D) Corduroys in full or pencil-slim styles. Smartly tailored, made with self or novelty belts, big roomy pockets, some brightened with button trims. Real values at this saving. Rich fall colors.

(E) Color-gay plaids in wool-and-rayon. All so full, flatter- ing—some crisply pleated all-around. Styled with hand- some belts, belt loops, big noteworthy pockets. Assorted plaids in fall colors.

(F) Dressy acetate-taffetas—paper crisp—full as a bell. Each so generously trimmed with quilting, embroidery or cording. Many with smart belts, big fancy pockets. So smart in black or navy.

WARDS ANNIVERSARY SALE — 10 DAYS ONLY



SAVE 20%—LINGERIE, HOSIERY

Reg. 1.98 Tricot Gowns

Reg. 2.98 Nylon-Blend

Reg. 39c Tricot Briefs

(A) Smartly detailed with embroidery, lace, self trims. Acetate tricot knit needs little or no ironing. Sizes 34-42. 1.58

(C) Lustrous acetate blended with long-wear- ing nylon for superior beauty. Elegant trims. White, pastels. 32-44. 2.38

(E) Stock up at savings. Acetate tricot knit is run- proof, absorbent, long wearing. Elastic or band leg. S-M-L. 3/51

Reg. 1.98 Plisse Slip

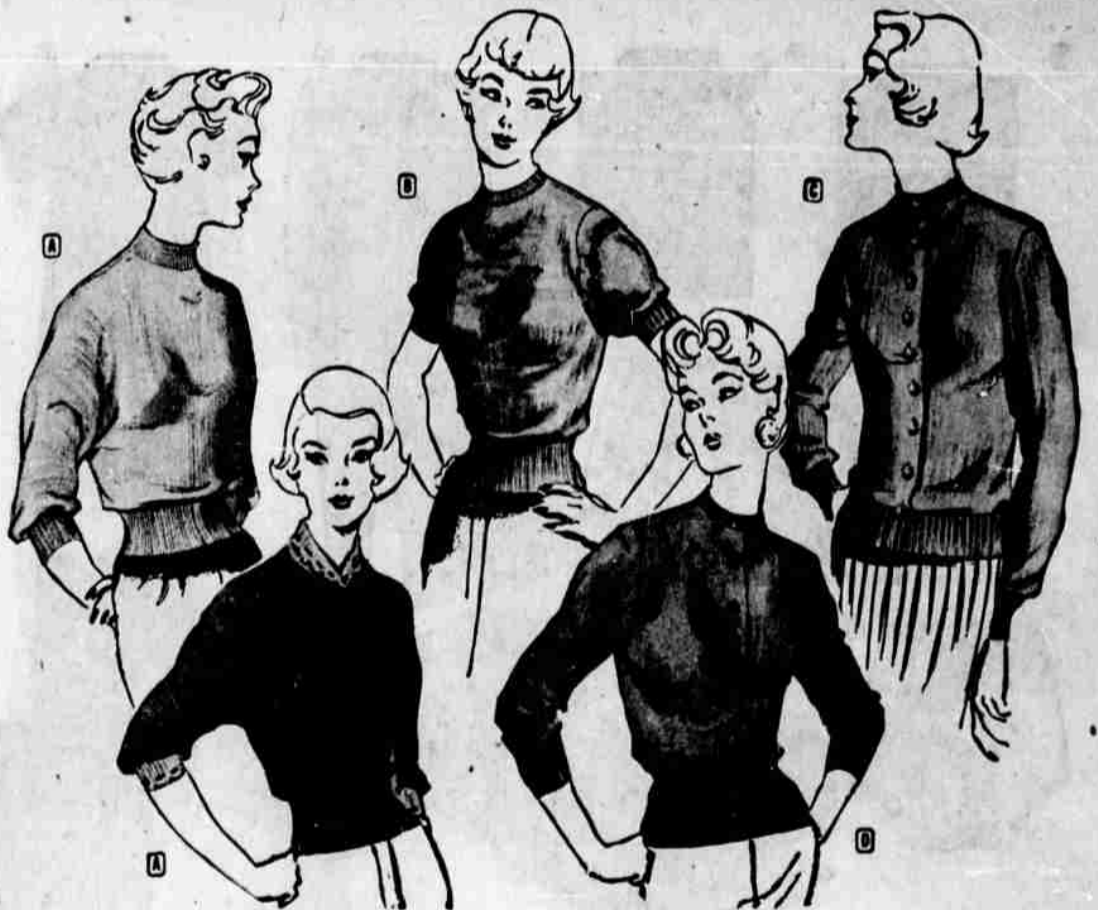
Reg. 1.69 Cotton Bra

Reg. 98c Carol Breasts

(B) No-iron cotton plisse with lavish trims of nylon embroidery or self fab- rics. Save today. White. Sizes 32-44. 1.58

(D) Joan Browne Bra — circular stitching for flat- tering contour. Easy laun- dering broadcloth. A-B cup, 32 to 40. 1.33

(F) 15 denier, 50 gauge nylons specially priced for savings. Regular or dramatic dark seams. All first quality. 8 1/2-11. 78c



SAVE 10% ON NEW FALL WOOLS

Regular 3.98 3.57 Sizes 34-40

Regular 5.98 5.37 Sizes 34-40

(A) New fall sweaters, reduced—don't miss them at this special sale-savings. All are creamy-soft, finely knit virgin zephyr wools, styled for fashion-smartness, lightweight warmth, and wear. Included are boxy cardigans, slip-ons; sweaters with snug-fitting mock-turtle necklines, full dol- man sleeves. Even novelty types with the soft pretty femi- nine styling of a blouse.

Hurry in for these savings. Choose early while selections are complete. Choose from soft becoming pastels, dark or jewel-bright colors. Be sure to visit Wards at least once during this sale.

(B) Fitted cardigan sweaters, reduced for Wards big An- niversary Sale. Soft French-spun virgin zephyr wools styled in the smart classic way that schoolgirls and fashion-minded women admire — with snug-fitting ribbed necks, wrists, matching pearl-like buttons. So warm, lightweight, perfect over casual skirts, dresses—these cardigans are a perfect start for every fall wardrobe.

Don't wait—choose yours now, while you can save. Choose early while selections are complete and fresh from their wrappings. In dark or jewel-like fall colors. Don't miss them.

WARDS WILL BE OPEN MONDAY AND FRIDAY NIGHTS TILL 9