

FOR 65 YEARS WARDS HAS BEEN YOUNG AMERICA'S HEADQUARTERS FOR
BACK TO SCHOOL OUTFITS-



Everything for Girls

New Fall Styles **1 00**
 Broadcloth or 80-square percale dresses—expertly styled and tailored. Tubfast. Full cut; deep hems. Sizes from 1 to 16.

3 Pc. Plaid Skirt Sets **1 98**
 All wool Scotch plaid skirt; white bodice top and Peter Pan collar. Matching plaid beret and scarf. Sizes from 4 to 10.
 New! Wool Sweaters to match skirt sets 1.19

Classic School Coats **7 98**
 Fleeces, plaid-backs, novelty tweeds. New details: pockets, stitching. 12 to 20.
 Also girls' sizes, 7-16 5.49

Wool Flannel Skirts **1 98**
Wool Sweaters **1 00 to 2 49**



3 pc. Plaid Sets, 1.98
Wool Sweater, 1.19

Longie Suits, 11.98



Dress-Up Time—Ward Priced!

Dress Shirts **59c**
 Well tailored for extra value! Smart styles in bright patterns, plaids or white.

Wool Longie Suits **11 98**
 Double-breasted, sport back coat; vest; pleated trousers. Fall patterns 8-18. Extra Pants . . . 4.00

Boys' Wool Knickers **1 49**
 Fully lined, with knit cuffs; navy or fancies. 8-16. Knicker Suits, coat and 2 knickers, 8 to 16 . . . 8.98

Sturdy Wool Longies **1 98**
 Pleated style, with wide cuff bottoms and 2-button waistband. Plaids, checks. Sizes from 6 to 17.

Boys' Ties; New Fall Patterns 25c
 Magadores! Crepes!
 Boys' Finer Shirts 79c
 Regular or button-down collars.

THEY'RE OFF TO SCHOOL—
Completely Dressed by Wards

Sixty-five years of experience outfitting children for school! That's why Ward's school togs look better, fit better, wear better! That's why mothers the nation over come to Wards for Children's Fashions—the store that always sells for less!



Husky Enough for Any Boy!

Playsuits **69c**
 Sanforized Shrunken covert or hickory str. heavy Wards strongest play outfit! Left pockets.

Bib Overalls **79c**
 Low priced but EXTRA strong—heavy denim, heavily bartacked, triple-stitched. Jacket or Overall. Sizes from 4 to 16 years.

Sanforized Slacks **1 00**
 Neat slacks model in Sanforized Shrunken covert, bartacked! Buckle side straps.

Homesteader, Jr., Shirts **59c**
 Built for ACTION! Covert or chambray, triple-stitched; non-rip sleeve facings. Full cut.

Boys' Polo Shirts 49c
 2-button neck! Long sleeves!
 Boys' Sweaters 1.69
 New Fall styles! Part wool!



Rugged School Shoes **\$ 1**

- Roomy lasts for comfort
- Fully lined for protection
- Narrow heels for firm fit
- Flexible soles for foot-freedom

All the features wise mothers look for in their children's shoes —PLUS sturdy construction and durable children's soles! Thus, Ward shoes are sure to give maximum wear at minimum cost! Sketched; brown elk oxfords; black patent straps. 8 1/2-2.



Underwear for Boys and Girls

Child's Waist Suit **35c**
 Drop seat. 2-10.

Girls' Slips **49c**
 Rayon Taffeta; V top. Sizes 10 to 16.

Girls' Rayons **25c**
 Shortie Bloomers; panties. Plain knit. 4-16.

School Slips **69c**
 Rayon taffeta. 34-44. Trimmed or tailored.



School Hose For Girls For Boys

Popular Anklets **15c pr.**
 Mixtures and plain colors. Shirred tops. Combed Cotton Anklets 10c

Below-the-Knee Hose **15c pr.**
 Mercerized lisle with Laxtex cuffs. 6 1/2-10. Boys', Girls', 1/2 Hose 2 pr. 25c

Boys' "Skip" Socks **19c pr.**
 Favorites with girls, too. Plain feet, striped tops. 8-12.

Rock Oak Leather Soles!
Boys' Black Oxfords **1 98**



Exceptionally Fine Leathers!
Girls' Swagger Ties **1 98**



Shoes that help his healthy feet grow and develop correctly! Wide lasts with long-wearing calf-grain! Wide lasts with long-wearing calf-grain! 2 1/2-6.
 Older Boys' Oxfords, sizes 6-11 . . . 2.40
 Misses' Brown Oxfords, 3 1/2-8 1.98

Save on School Outfits at **Montgomery Ward**

117 SOUTH CENTRAL

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