

**WARDS STURDY CLOTHES
FOR YOUNG AMERICANS**

Going Back to School

Montgomery Ward



**WARDS HANDSOME ALL
WOOL SUITS FOR BOYS 9.98**

Sizes 6-10. What sets this suit apart from the others as a really outstanding value? Well, for one thing it's the way it looks—and that includes the smart style, the neatly finished seams, the rich blue and brown tweeds. For another, it's the sturdy feel of the rich all wool it's made of. And equally important are its unseen qualities—expert cutting and tailoring.



**THESE SCHOOL TROUSERS
ARE TOPS FOR WEAR! 3.98**

Built for active living . . . these are toughies that can stand a punishing pace (the kind they'll get at school and play!). They are fully cut and tailored like men's in sizes for boys! The soft finished fabrics have stamina built right into them. New plaid, herringbone and diagonal patterns . . . the kind that team up swell with sweaters, jackets and sport coats. Sizes 8 to 18!



**MEN GET LOTS OF USE
FROM A CASUAL JACKET 18.50**

This handsome (and practical) new style is catching on fast from coast to coast! The idea is simple . . . a jacket tailored with all the precision and care of the finest sport coat, yet it hangs straight from the shoulders—for complete comfort! All wool tweed sleeves and back . . . all wool gabardine fronts. Two patch pockets, rayon lining, hand felled collar. 33 to 42.



**ALL WOOL SWEATERS IN
WONDERFUL COLORS 2.98**

Sizes 7 to 14. They're one of the most practical items in her Fall and Winter wardrobe because she can combine them to make so many different outfits. She'll wear them with suits, jerseys, skirts and jumpers for school or Saturday's shopping. She'll wear them with slacks and shorts for playtime. Boxy slippers in all wool. In gay bright colors, in lovely pastels.



**FALL HANDBAGS FOR
GIRLS plus 20% Federal tax 1.69**
Smartly styled in rich looking simulated leathers. Roomy pouches, top straps, envelopes.



**COTTON KNIT SHIRTS
FOR BOYS 1.00**

Sizes 4 to 8. For play, for school, for dress up, too. Soft, long-wearing knit. Stripes.



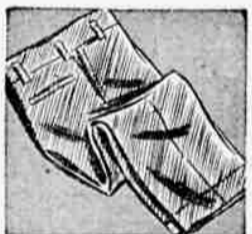
**ADORABLE DRESSES FOR
LITTLE GIRLS 1.69**

An exciting group of little-girl fashions in darling styles. Serviceable, easy-to-laundry cottons in gay patterns and colors. Sizes 2 to 6.



**BOYS' REVERSIBLE
FINGER-TIP COATS 8.98**

Sizes 4 to 10. He'll feel as though he's ready for high school campus in one of these! Rich brown or teal wool fleeces, other side—cotton gabardine.



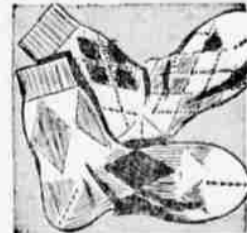
**BETTER COTTON LONGIES
SIZES 4-10. 2.49**
They're just right for school, dress and play. In cotton gabardine that's hard to wear out.



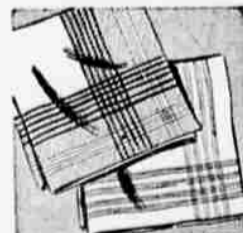
**BOYS' SHIRT and PANT
OUTFITS 3.39**
Tightly twisted cotton yarns . . . tough enough for the Army! Shirts and pants . . . SANFORIZED!



**GIRLS' GOOD-LOOKING
BLOUSES 1.98**
Pretty tailored and dressy styles in lovely rayons, serviceable cottons. Cut to fit well.



**BOYS' GOOD LOOKING
GOLF SOCKS 29c pr.**
Handsome colors in long-wearing mercerized cotton. Snug fitting tops. Plaids. 8 to 11.



**BIG HANDKERCHIEFS
FOR MEN 35c**
Big, man-size handkerchiefs in all white cottons or woven colored border styles. Rolled hems.



**READY-TIED! EASY FOR
ANY AGE BOY 29c**
Neatly knotted permanently . . . an adjustable band . . . plaid and new bold . . .



**STYLED LIKE A PILOT'S
IN SMOOTH CAPE SKIN 10.45**

Any boy would go for this handsome new jacket! Rugged cape, lined with warm plaid. Zip front, two front pockets and map pocket. Adjustable cuffs. 8-18!



**SKIRT SKIRTS FOR
SCHOOL, DRESS, PLAY 2.98**

Sizes 7 to 14. Ideal for all kinds of wear and sturdy enough to take a lot of hard knocks. Lots of favorite classics with pleats and gores. Plaids, plains.

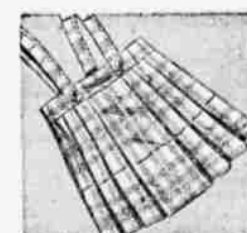


**GIRLS' JERKINS IN
THE STYLES THEY PREFER 3.98**

Sizes 7 to 14. All time favorites with the grammar graders! Yes, young as they are, they're pretty definite about the importance jerkins play in their active school and after school hours. They know that these nifty styles in warm, long-wearing wool and rayon are really something to talk about. And too, they appreciate the sturdy tailoring, comfortable fit, casual simplicity.



**GIRLS' PRETTY COTTON
BLOUSES 1.39**
Sizes 1 to 6. Tailored, ruffled and peasant types. In fine cotton that launders well.



**SERVICEABLE SKIRTS
SIZES 1-10. 1.98**
Sturdy wool and rayon blends. Bright plaids, rich full tonks. Smartly pleated or gored.



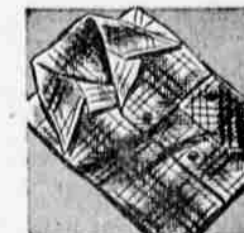
**PRACTICAL COTTON
SPORT SHIRTS 1.69**
Sizes 4 to 10. Of sturdy cotton tailored to take plenty of punishment. Inner-outer . . .



**HANDSOME PART WOOL
SWEATERS 1.98**
Sizes 4 to 10. Popular coat style. Rayon, cotton, wool mixture. Solid with tweed fronts.



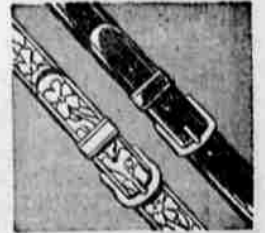
**BOYS SLEEP WARMLY
IN THESE! 1.39**
Pajamas in soft, fleecy cotton flannel. Fully cut coat or pull-over model! Complete comfort!



**BOYS LIKE SHIRTS IN
BOLD PLAIDS 82c**
Warm cotton flannel for school and sports! Full cut. Square inner-outer bottoms.



**BOYS WEAR THESE CAPS
TWO WAYS! 1.49**
With the visor out it's a cap . . . turn the visor under and the cap is a tam! All wool flannel.



**DRESS OR SPORT BELTS
FOR BOYS 49c**
For his back-to-school wardrobe. Embossed western styles and smooth grain leathers!