

**WARDS STURDY CLOTHES
FOR YOUNG AMERICANS**

Going Back to School

Montgomery Ward



**WARDS HANDSOME ALL
WOOL SUITS FOR BOYS 12.98**

Sizes 4-10. 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.



**MAN TAILORED SUITS TO
FIT INTO A BOY'S LIFE 12.98**

A tall order! A boy wants his suit to look like a man's—yet it must be fully cut and comfortable... so it won't hamper his pitching arm! His mother wants an easy-on-the-budget price—yet fabrics she knows will wear! These suits have all those features! In a wide assortment of soft or hard finish fabrics, too. Stripes, solids, plaids, herringbones and diagonals. And a full range of sizes 8-18.



**AVIATION STYLE IN
LONG-WEARING
LEATHER 10.45**

A boy's best pal when it gets cold! Smooth leather, lined with warm plaid fabric! Zips diagonally to the shoulder... wear collar open or closed.



**HEAVY MACKINAW
WITH WIDE COLLAR 3.98**

A boy's favorite winter coat! You needn't worry about his catching cold, either, in one of these warm heavy weights. Bright new plaids!



**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. Boxty slippers in all wool. In gay bright colors, in lovely pastels.



**WARDS LONG-WEARING
COTTON CREEPERS 1.19**

Sizes 1 to 3. In fine quality cotton that's closely woven for better service! Full cut to keep active little bodies comfortable! Lovely pastels.



**BOYS' SPORT SHIRTS
IN CHEERFUL PLAIDS 85c**

Sizes 4 to 10. Hits with the small fry! Gay sport shirts just like dad's. Well tailored cotton flannel with long sleeves, convertible neck.



**FOR GOOD SLEEPING...
COTTON FLANNELS! 1.49**

Fully cut for sleeping comfort... softly napped for warmth! Coat and pull-over styles in fancy striped patterns. Made for long wear. Sizes 8 to 18.



**LOVELY CRIB BLANKETS
IN PART WOOL 3.98**

Unusually good looking blankets to keep little darlings snug and warm. Soft, fluffy cotton and wool mixtures, bound in lustrous rayon satin. 36"x50".



**LOAFER JACKETS FOR
LITTLE BOYS 4.98**

Sizes 4 to 10. Long wearing blends of wool and rayon. Solid color suede cloth fronts with herringbone or checked backs. Brown, blue shades.



**SMART TWEED TOPCOATS
FOR LITTLE BOYS 7.98**

Sizes 3 to 8. Tailored as sturdily as big brother's. Smart fly-front style of long wearing all wool. Smart tweeds in serviceable blues and browns.



**COLORFUL ALL-OCCASION
SKIRTS FOR GIRLS 2.98**

Sizes 7 to 14. Ask any little girl what article of wearing apparel has the most use and her answer will be—skirts! Yes, she wears them to school with an odd jacket or favorite sweater. She wears them to a special event with a soft, frilly blouse. And of course, she wears Wards skirts because she likes the smart pleated and gored styles in attractive plaids and solids. Wool and rayon.



**PRETTY LITTLE COAT
SETS FOR LITTLE GIRLS 6.98**

Sizes 1 to 4. Darling styles! Beautiful fabrics—all wool top pieces with attractive embroidery trimming. Cotton Kasha lined. Matching leggings.



**A BOY'S HAT SHOULD BE
MAN STYLED! 1.49**

And these are! Of durable wool felt with permanently blocked crowns and narrow snap brims!



**GIRLS' LOVELY FALL
HANDBAGS plus 20%
Federal tax 98c**

Smartly styled like Mother's... Pouch, envelope, top straps. Simulated leathers—Fall colors.



**WARM, ATTRACTIVE
SWEATERS FOR TOTS 1.98**

Sizes 1 to 3. Pretty pastels—pink, blue and white in good looking, closely knit all wool. Many trimmed with hand embroidery. Slippers, coat styles.



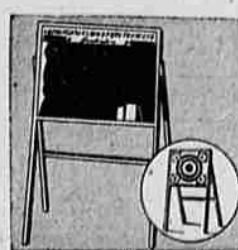
**READY-TIED! EASY FOR
ANY AGE BOY 29c**

Neatly knotted permanently... on adjustable band. Stripes, plaids and new bold patterns.



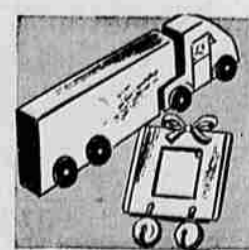
**BOYS' WARM COAT
SWEATERS 1.98**

Sizes 2 to 6. Good looking two-tone color combinations in mixtures of cotton and wool.



**COMBINATION EASEL
BLACKBOARD... 4.89**

Large writing surface on one side, target for playing darts on the other! Complete!



**LITTLE TOYS FOR
INFANTS... 49c**

Lots of teething rings, rattles and other nursery toys. Brightly colored. Easy for baby to hold.



**BLOUSES IN CHARMING
STYLES 1.57**

Sizes 7 to 14. Dressy or tailored styles for school and Sunday wear. In fine cottons.



**STURDY WATER-PROOF
SHEETS 79c**

In firmly woven cotton with one side coated. Easy to clean. Well hemmed. White. 27x36.