



SCHOOL GIRLS' FANCY CRISP, FALL COTTONS

Wonderful, Washable! School-dresses, 7-14

2⁹⁸

Your girls will get more quality, more wear, more downright comfort than ever, from this big collection of sturdy cottons! There are chambrays, percales, broadcloths; ruffles, tucks, flounces :: in wanted gay Fall colors!

PERT COTTONS, 7-14, REALLY BUDGET-PRICED!

Pretty Wash Dresses For Back-To-School!

1⁵⁹

Prints, solids and delightful plaids; in many different styles, sure to delight your school girls, and your thrifty pocketbook! See the flattering yokes, flared skirts, and eyelet-trims! All yours at this low price!



School Shoes

PRICED TO SAVE YOU MONEY!

HERE'S GOOD VALUE AT A LOW PRICE! **2⁹⁸**

They'll shine in class and be ready for high-powered play after school! These are Wards good quality Green Bands, built to our own rigid standard! Sizes 8½-3.

RED BAND MEANS BETTER QUALITY **3⁹⁸**

And here are Red Bands at a price that's as welcome as a good report card! Send them back to school in these good-looking, long-wearing shoes! Sizes 8½-3.



Montgomery Ward

9th at Pine

Phone 3188

for SCHOOL...for LESS...at Wards

BOYS' BROADCLOTH SPORT SHIRT

1⁶⁹

Washfast Colors

Convertible collar may be worn closed... or open for the utmost in comfort. Lustrous cotton broadcloth in white, blue, or tan. Sanforized. (Shrinkage 1%) 8-16.



BIG NEW LINE MEN'S SHIRTS! LOWEST PRICE!

1⁹⁸

White and Striped Spread collar guaranteed

See Wards big new variety of 1st Quality shirts at this thrifty price. Fine Sanforized broadcloths—regular or spread collars. Whites, fancies, solids, pastels. Tailored for lasting good looks.



SCHOOL COATS, STYLED RIGHT, PRICED LOW

14⁹⁸

Fall Shades in all-wool fabrics

Coverts, tweeds, checks, fleeces and suedes—Wards have them all in girls' coats that rate high on quality. Finished with rayon linings and fine tailoring, they're outstanding buys. 7 to 14.



SCHOOL CALLS FOR DARK COTTONS YOUNG IN STYLE, LOW IN PRICE

Quality fabrics at a thrifty Ward price **5⁹⁸**

Time again for books and Wards wonderful collection of back-to-school cottons. A big more-for-your-money group of crisp chambrays, gingham and broadcloths in rich Fall plaids and deep solid colors. Skillfully styled for a fashion-minded miss. Junior, miss sizes.

WESTERN STYLE 8-OZ. BLUE DENIM SUSPENDER JEANS

1⁴⁹

Sanforized, Will Not Exceed 1% Shrinkage!

Detachable suspenders have snaps in back, adjustable buckles in front. Zipper fly front, copper rivets, orange stitching. Made with ample length for plenty of cuff turn-up. Sizes from 3 to 8.



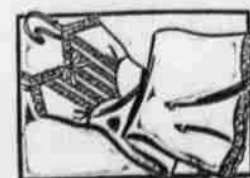
GUARANTEED CREW SOCKS—3 PAIR 1⁰⁰

Boys' and Girls' 3 pair must give 3 months' wear or we replace them! 8½ to 11. • Sizes 6½-8... 3 for 89c



RUN-PROOF RAYON BRIEFS 39^c

Made to sell for 79c! Easy to wash, no ironing! White, male, pink, blue. Small, medium, large.



LACY SLIPS IN GAY NEW COLORS 2⁹⁸

Lace-laden and lovely! Multifilament rayon crepes, beautifully cut—in 6 popular pastel shades.

FAVORITE IN SHRINK-PROOF FLUFFY NYLON

2⁹⁸

Soft, Fluffy Slippers Size 34-40

No worries about shrinkage when your sweater is nylon! Jiffy-drying, it makes suding easy. Rich, deep shades, soft pastels. You'll want several at this Ward-low thrifty price! Moth resistant.

