

Montgomery Ward

9th and Pine Streets

Phone 3188



PERFECT WITH SUITS OR SKIRTS

Wards Lovely

RAYON CREPE BLOUSES

Have several at this low price! . . .

2⁹⁸

Tailored or dressy, many with lovely lace-trims, our pretty rayon crepes add color and smartness to Fall suits and skirts. They're washable, beautifully detailed, and really outstanding at this low price. Come see them today in whites and rich new pastels. Sizes from 32 to 38.



WARD'S VALUE-WISE COLLECTION OF EXCITING FALL SKIRTS

For Misses and Women
Waist Sizes 24-38 . . .

2⁹⁸

If you've shopped skirts this Fall you know that these are real values! Rayons all—in the smart new colors of the season! Fine spuns, frost points, rustly taffetas, failles! Dressy and tailored styles—full or arrow slim! Many with exciting new pocket details! At Wards today!



COMPARE THESE WITH \$30 COATS

SAVE!

24⁷⁵

PURE WOOL FABRICS! NEW STYLES!

FALL SHADES! SEE THEM NOW!



TOP QUALITY AT WARDS EVERYDAY LOW PRICE!

Here's proof that the smart new coat you want for Fall costs less at Wards. The all-wool sheen coverts, suedes, tweeds and fleeces give important wind-bucking warmth, the fine quality rayon satin linings add extra comfort. Everything about these fitted and boxy coats adds up to quality—that's why you'll be wise to choose yours today while there's a full selection. New Fall colors. 10 to 20. Buy your coat at Wards and SAVE!

\$1 Down Holds Coat On Layaway, Balance in Weekly Or Monthly Payments

NOW!

FIRST TIME at WARDS

Our new fall woolens sponged and shrunk . . . ready to sew!



RAYON AND WOOL PLAIDS

50% Fine Wool
50% Rich Rayon

1⁸⁹ yd.

No extra cost! No unnecessary steps! Every yard of our new fall woolens professionally sponged and shrunk by experts! Cut your garment exactly to size—no worry about shrinking afterwards! Check the all-star line-up of quality woolens below : : a price for every budget, a suitable weight for every purpose, colors to flatter you! All fabrics 54 inches wide.

- Cover • Riboline Crepe • Suede • Herringbone Suiting • Flannel • Rayon and Wool Dress Plaids • Donegal Tweeds • Rayon and Wool Gabardine • Sheen Gabardine • Menswear Glen Plaids and Checks

2⁶⁹ TO 4⁹⁸