

WARDS
MONTGOMERY WARD

WARD

save 1.99 on jacket

LONG-WEARING WASHABLE COTTON-NYLON

7⁹⁹
Regularly 9.98

(a) It's warm! It's low priced! And a favorite boys style. Wards Varsity Jacket for lads 8 to 18 boasts of all the wanted features. Long wearing cotton poplin (75%) and nylon (25%). Orlon® acrylic upper lining, quilted print rayon sleeves and lower body. Big zipper closure. Color choice. 10-18.

REGULAR 6.98 BOYS' MELTON VARSITY JACKET

5⁹⁷

(b) Favorite for years! Long-wearing reprocessed wool. Knit collar, cuffs. Choice of colors. 10-18. Sizes 4 to 8.4.47

WASHABLE, QUILT-LINED POPLIN JACKETS

6⁹⁹

(c) Regularly 7.98. Combed cotton poplin varsity style. Shawl collar, knit cuffs. Choice of colors. 8-20.



flannel

NEW-LOOK WASH 'N WEAR SHIRTS—EASY ON CARE

1⁹⁹

Smart soft-tone cotton plus rayon flannel is smooth, neat looking. Shawl collars, embroidered designs. Machine washable. Great buys! 6 to 18.

BULKY KNIT CREW-NECK ORLON SWEATERS

2⁹⁹

Regularly 3.98. Rich-textured Orlon® Acrylic has hand-knit look. Machine wash. 6 to 16.



FLANNEL PAJAMAS IN MIDDY STYLES

1⁹⁹

Regularly 2.49.

Soft, Sanforized® cotton flannel in new prints boys like. Full-cut for sleeping comfort. Save! In sizes from 6 to 18.

FULL-CUT KNIT "T" SHIRTS OR BRIEFS

3 for 1²⁶

"T" SHIRTS—Soft cotton. Machine washable. 4 to 16. BRIEFS—Cotton knit gives plenty of wear. Sizes 4 to 16.



buy now, save 1/3



FOR WOMEN

333

REGULARLY 4.99. Accent on walking ease... for campus or career. Classic lounge in soft, supple leather strides lightly on sturdy Neolite soles, comes in brown or black. Wedge heel pump in smooth black leather steps buoyantly on cushion crepe soles. Choose now, save! Women's 4-9.



FOR GIRLS

333

REGULARLY 4.99. Boys', girls' versatile, long-wearing styles for school, dress-up or play. Girls' "swivel" doubles as party pump or pert 1-strap, in black, red or brown. Boys' double-swirl oxford has pre-creased vamp for flexible comfort, comes in black or brown. Save now! 8½ to 3.



FOR MEN

533

REGULARLY 7.99. Handsome dress shoes built over navy-type lasts give you extra comfort, ease of fit. Finest Goodyear Welt construction, selected leather uppers, oak bend leather soles. Every pair inspected and stamped for quality and workmanship. Save! Brown, black. 6-12.

ADD TO YOUR PRESENT ACCOUNT, OR REOPEN YOUR ACCOUNT, NO MONEY DOWN