

**MONTGOMERY
WARD**

HUNDREDS OF ITEMS REDUCED
BACK-TO-SCHOOL
VALUES

FALL FESTIVAL

special! new 3-way overblouse dress

WEAR BLOUSE OVER JUMPER
WEAR BLOUSE UNDER JUMPER
WEAR JUMPER ALONE

3⁸⁸

Extra-special fashion at Wards extra-special price! You buy her one outfit... she gets three new stylings. The blouse can peek out from under the jumper; the jumper can go it alone; or the blouse can skim over the jumper! Combinations of prints, plaids, stripes, solids... in new fall shades... all in washable cotton, sizes 7 to 14.



SUPER SOFT
MISSIES' CAROL BRENT CREW SOCKS

Go back to school in Wards snug fitting crew socks with the stay-up-top. Blend of 75% combed cotton and 25% stretch nylon. Machine washable. Sizes 8 1/2-11 1/2.

2⁷⁷
Reg. 3 for 98c



SAVE \$1

LITTLE GIRLS' MISS BRENT
BLACK NYLON VELVET SHOES

3⁹⁹ pair
Reg. 4.99

Time for school, and for the classic oxford in black velvet with smooth leather saddle. Or choose the popular "U" throat style wrapped in nylon velvet. Both with cushion crepe soles for comfort. 10-3 A, B, C in the group.

SAVE! classic Orlon® cardigan in new colors

2⁹⁹

REGULARLY 3.59

Soft, warm, Orlon® acrylic gets an easy-care upkeep... machine washes! Double-ribbed neck, long sleeve styling. Favorite fall shades. Stock up now on cardigans! 7-14.

MATCHING PULLOVER
Reg. 2.59 Orlon® acrylic short sleeve style. 7-14. **1⁹⁹**

PLEATED WOOL SKIRT
Reg. 4.98. Box cluster pleats. 72" sweep. 7-14. **3⁹⁹**



SAVE 27%
NEW LOW PRICE! SLIPS
... SLIM-LINES OR BOUFFANTS

1⁴⁴ EACH
Reg. 1.98 ea.

Wait 'til you see these great buys! Choose the easy-care Dacron® polyester, nylon 'n' cotton straight-line or the crisply ruffled nylon bouffant. Both fit snugly with elasticized waists. Each has adjustable shoulder straps. 7 to 14.

SALE

A STOREFUL OF BARGAINS ON CLOTHING FOR MEN AND BOYS, LOTS OF HANDSOME BUYS ON BACK-TO-SCHOOL TOGS AS WELL AS IMPORTANT ITEMS FOR COLLEGE, TOO! COME IN! SHOP WITH THE FAMILY, FOR YOUR FAMILY; SAVE DURING FALL FESTIVAL.

**MONTGOMERY
WARD**

NO MONEY DOWN
on any purchase, when you
buy on credit at Wards...

Open a new charge-all
account today

SAVE \$1 - wash 'n wear cotton oxford

REGULAR 3.98 MACHINE
WASHABLE FASHIONS

2⁹⁸
EACH

All the new looks for littlest girls from A-line skimmers and shirtwaists to 2-piece jumpers with blouse. Every one is tailored of extra-rich combed cotton oxford cloth... value-packed with quality extras like deep hems, full-sweep skirts. Choose from plaids, solids. Machine wash, scarcely see mom's iron. Hurry, come see, come buy! Sizes 3 to 6x.



SAVE BIG 33%

LITTLE GIRLS'
FINE FITTING
POLISHED SLIPS

99c EACH
Reg. 1.49 each

Here's your chance for tremendous savings! Adorable sweetheart style bodice, all lace 'n' embroidery frosted. Tier-on-tier ruffle skirt fluffs her dresses way out. Snug-fitting, too, with adjustable shoulder straps and elasticized back. Great value! Sizes 3 to 6x.



BUY 3 - SAVE 26%

RAYON AND
COTTON BLEND
PANTY BUYS

3 for 88c
Reg. 3 for 1.19

Stock up now on Wards amazing buys for girls. Just see the quality extras you'll find. Double-fabric crotch for added protection... contour fitting flat knit... even matching color elastic at waist and legs! Choose crisp white or a rainbow of pastels. Buy now, save! 2-6x.



SKIPS cushioned for comfort!

BRIGHT AND BASIC COLORS
TAPERED TOE STYLE FOR HER

2⁶⁶

A chance to save on Wards favorite Skips! Long-wearing Army duck uppers, non-skid rubber soles, foot-pampering cushion insoles, bright or dark colors, plus black or white! Women's 4-10N, M, Misses' 12 1/2-3.



NEW FASHION BLOUSE-SLIP MAKES MERRY WITH A SKIRT COORDINATE

Reg. 3.98 **3³³**

No need for a slip now... our cotton gingham check, all-in-one blouse-slip takes over in gaily ruffled style. And, over it all flares the cotton corduroy suspender skirt. Bright colors machine wash in a breeze. 3 to 6x.



MACHINE-WASH

TWO-PIECE
SHIRT AND
SLACK SET BUY

1⁹⁹ SET
Reg. 2.98

Don't miss this amazing Ward value! For one tiny price you get a crisply striped woven cotton shirt and carefully tailored rayon flannel slacks. Pick his favorite colors. Sets are machine washable. Fine quality, low price! Stock up on these values now. Sizes 3 to 6x.



WHY PAY BIG PRICES? BUY CHILDREN'S TOGS AT WARDS FALL FESTIVAL SALE

ENJOY WHAT YOU AND YOUR FAMILY NEED NOW—OPEN A CHARGE-ALL ACCOUNT