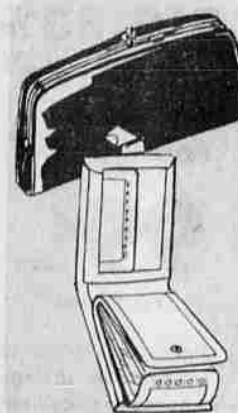


**MONTGOMERY
WARD**

HUNDREDS OF ITEMS REDUCED
BACK-TO-SCHOOL
VALUES



**FASHION-STYLED
WALLET VALUES**

1.88

plus 10% Fed. tax

The luxury look, in smart
tapestry types, cow-
hides, trim 4" French
purse, or 6 1/2" dome-
top triple-openers.



**RAIN-RESISTANT
RAYON SCARVES**

3 for \$1

29" squares treated to
resist rain, stain, sleet
or snow. In colorful
florals, prints, solids,
all hand-rolled edges.

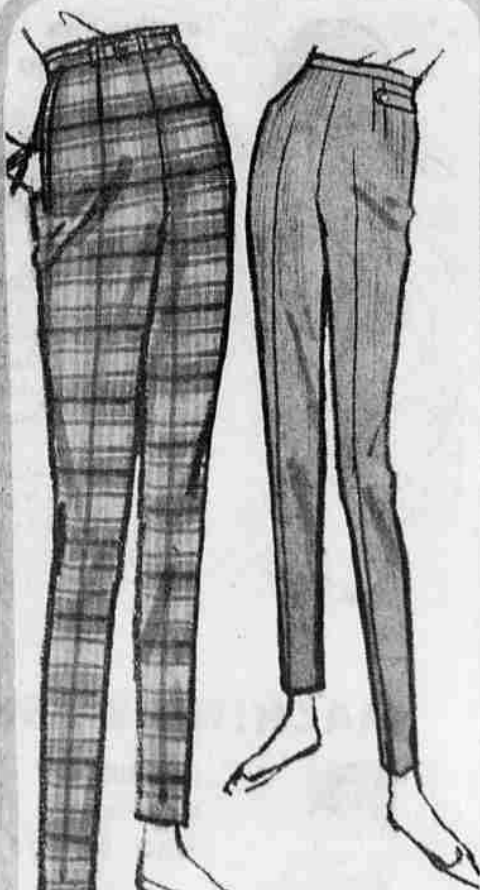
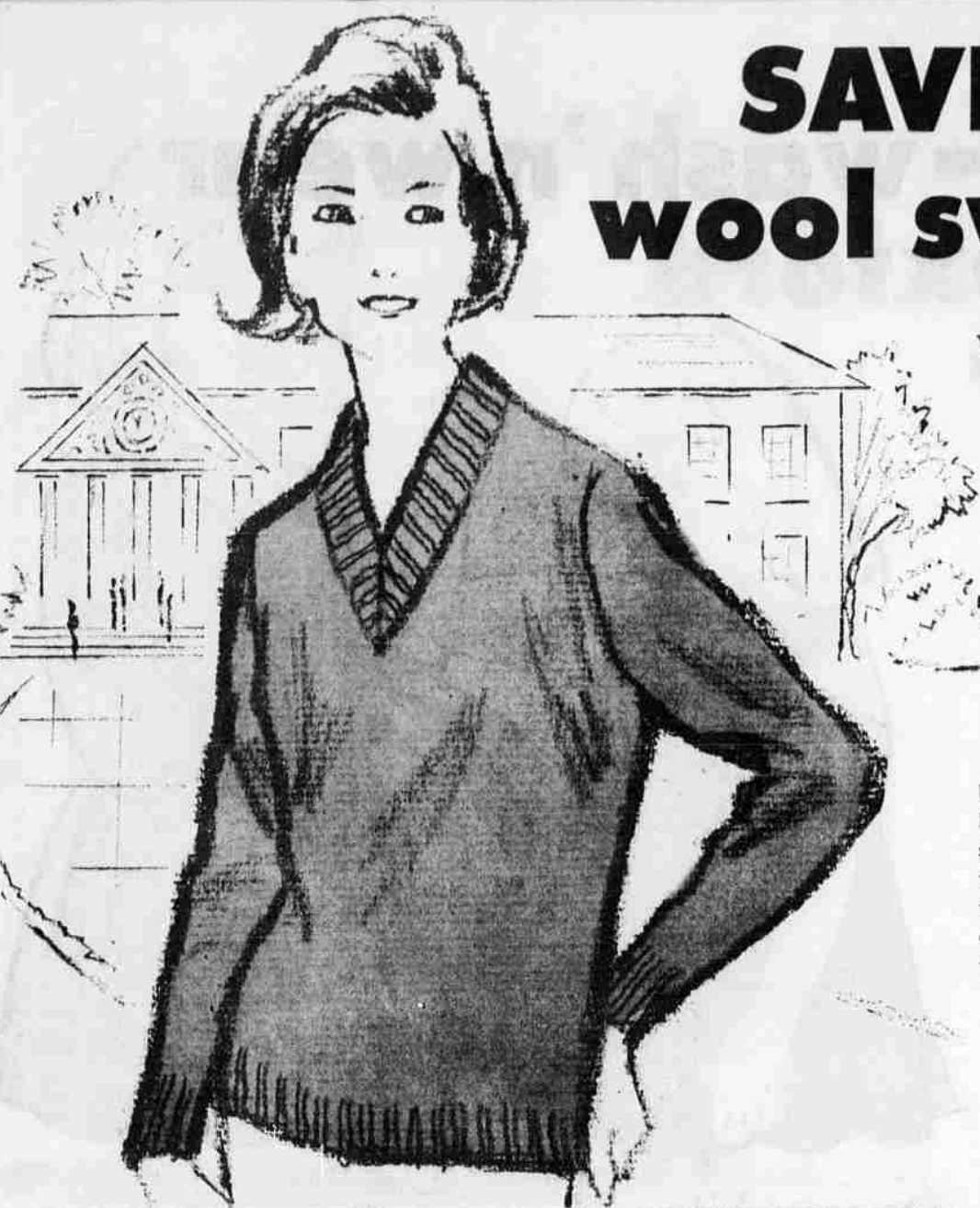
FALL FESTIVAL

**SAVE 1.10 on
wool sweaters**

YOUR FAVORITE PULLOVER
WITH A HAND-KNIT LOOK

4.88
REG. 5.98

Leave it to Wards to bring you a wonderful buy
like this! And timed perfectly for you back-to-school
sweater collectors. All 100% wool, all carefully
fashioned to meet Wards high standards—all with
the look of hand knits! You'll find all your favorite
colors, too, in this great group. Buy an armful at
this special price. Sizes 34 to 40.



**SAVE 1.10
MISSES' COTTON PANTS IN
CAPRI AND ANKLE LENGTHS**

2.88

REG. 3.98

Rush in for these! You'll save a neat 1.10 on
every pair. Pick up stunning, color-right solids
and fancies—in capri or ankle length. All
smooth fitting, all tailored to Wards own
high standards. Sizes 10 to 18.



**SAVE 1.10
misses' dark
cotton skirts**

WRAPS! PLEATS! ACTION!
SLIM! CULOTTES, TOO!

3.88

REG. 4.98

What's your style in skirts? You'll find
it here, at a typical Wards saving.
Wraps, pleats, action, slim—and cul-
ottes that double as skirts. All in easy-
care cotton and Dacron® polyester-
and-cotton blends. All in dark transition
colors, solid or patterned. And all
great buys! Sizes 8 to 18.

CUFF LINK SHIRTS

VERY SPECIAL!
COMBED COTTON
IN SIX COLORS

1.44

Terrific buy at Wards!
Long sleeved shirts in
fine combed cotton,
Sanforized® for beauti-
ful washability. Various
collar styles, some with
metal clasp. Free em-
blem cuff links with all
(or button them if you
prefer). Blue, pink,
white, red, beige,
brown. Sizes 32 to 38.



THRIFTY PRICE

WARDS FASHION
HANDBAGS WITH
NEW-FALL LOOK

1.99

plus 10% Fed. tax

Full of fashion, with
perfect back-to-school
styles included in the
collection! See smart,
textured jute bags...
sleek plastics with a
leather-look... styles
with zip-top openings,
gold-tone metal
frames. Bone, black,
chestnut, fawn, natural
...so new, so great!



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.

**SAVE \$1 - easy care
nylon tricot**

REG. 2.99 CAROL BRENT
SLIPS AND PETTICOATS

1.99
EACH

Luxurious nylon tricot assortment of classically
tailored and lace trimmed styles; some propor-
tioned, some with seam to seam paneling. All in
easy care, long wearing nylon tricot. Sizes 32-
52; petticoats in S, M, L. Don't miss this value.

SPECIAL! SEAMLESS NYLONS

Hurry in for these! Lacy mi-
cromesh, nude heel, long wear-
ing, 9 to 11. Sensational value!

2 pr. 88¢

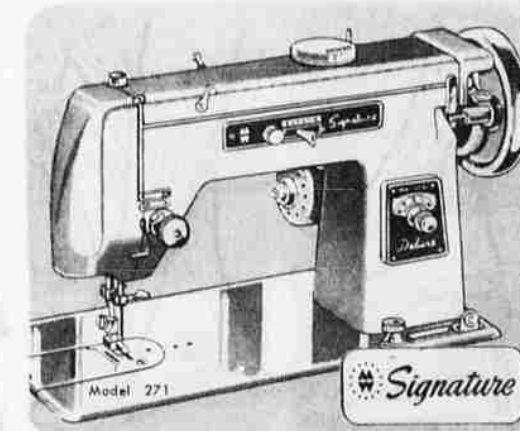


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WARD**

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from

**WARDS
CATALOG**

Look to Wards Catalog, too, for tools, mater-
ials and equipment to beautify your home
and make it more comfortable. You'll find our
Style House pages full of decorating ideas.



\$20 OFF! ZIG-ZAG

WARD FULLY AUTOMATIC SIGNATURE

Sew plain seams! Mend,
darn, sew on buttons, make
buttonholes. And with pat-
tern cams, sew over 100
fancy stitches! Has push-
button reverse, round bobbin.

89.88

REGULARLY \$110
NO MONEY DOWN



**SMOOTH LINE
CAROL BRENT REG. 5.98
LONG LEG PANTY GIRDLE**

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ONLY

Downstretch front, satin back and hip panels,
for smooth tummy, streamlined derriere and
hips. Special thigh control. S, M, L, XL.
BRA. Reg. 1.59. Contour padded. 3 section
cup stitching for uplift. 32-38, A, B, C. 1.17

**TEENS! SAVE \$1
Campus Classics**

THRIFTY CAROL BRENT
FASHION LOOK FOR FALL

3.99
PAIR

Reg. 4.99

See side patch saddle oxfords in
black nylon velvet or white fine
smooth leather uppers. Choose
Wards classic moc toe loungers or
sabat strap flats, both in black
leather uppers. Composition sales.
6 1/2 to 10AA, 4 to 10B in the group.



REDUCED 25%

FALL BONANZA OF EASY
CARE COTTON GINGHAMS

Reg.
79¢ yd.

58¢
yd.

A stunning collection of gingham fancies in
vibrant autumn plaids and plain gingham in
dark muted tartans for fall fashions. Sew
for school—for dress in versatile gingham.
Combed cotton, washable, colorfast. 44/45".

WARDS BRANDS BRING YOU HIGH QUALITY, LOW PRICES. SHOP NOW AND SAVE

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