

**MONTGOMERY
WARD**

HUNDREDS OF ITEMS REDUCED
BACK-TO-SCHOOL
VALUES

FALL FESTIVAL

school shirts at thrifty prices!

BOYS' BRENT WASH-WEAR COTTONS
AND NO-IRON ACRILAN® KNITS

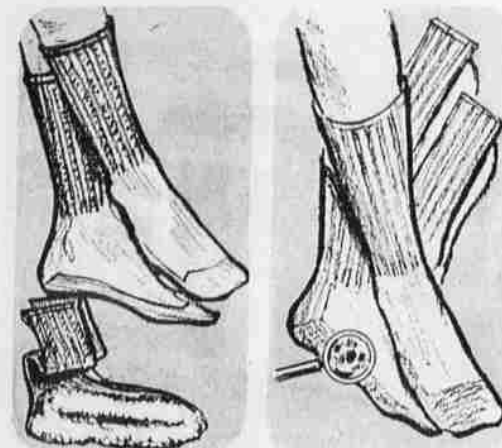
1.66

REG. 1.98

Wide array of collar-model knit shirts in absorbent, soft combed cottons or Acrilan® acrylic fabrics that wash 'n dry quickly—won't shrink, stretch or wrinkle. Choose button-down or fashion collars, zippered or buttoned plackets, more! Newest Fall colors. Sizes 6 to 18. Hurry in!

SAVE! Boys' striped crewneck combed cotton knit shirts, 4-12. Regularly 98c. **78c**

BRENT
Jr. prep



CUSHION-FOOT
CREWS FOR BOYS

3 PRS. 99c

Reg. 3 prs. 1.39. Soft, absorbent combed cotton; deep-cushion terry foot. Elastic stay-up tops. White, 8 to 11.



MEN, SAVE 25%!
CUSHION SOCKS

59c PR.

Reg. 79c. Our finest Pima cotton sport crew socks. Nylon reinforced! Stay-up tops, terry lined cushioned foot.

COMBED COTTON

REG. 3 FOR 1.49
RIBBED KNIT
BRIEFS FOR BOYS

3 FOR 1.26

SIZES 4 TO 16

Snug-fitting rib knit briefs with double fabric crotch, taped fly front for longer wear. Newest heat-resistant elastic waistband.

SAVE ON T-SHIRTS
Regular 3 for 1.98.
Smooth-fitting flat knit t-shirts with hemmed arms. 3 for 1.66



LEAN LOOK

BOYS' HEAVIEST-WT. 13½ OZ.
COTTON DENIM SADDLE PANTS

1.99

Here's the long lean look boys want in a pair of tough-wearing saddle pants—designed with authentic western-style low ride waist. Reinforced for long wear. Zip fly, 6 to 16. Hurry in for these wonderful Wards values.



IVY STYLE

BOYS' BRENT WASH 'N WEAR
TRIM LOOK SPORT SHIRTS

REG. 1.59

1.33

Top grade value! Classic ivy shirts plus-tailored with new long-point button-down collar... tapered for a slimmer, trimmer look. Choose pre-shrunk cottons from an array of rich ivy prints. Washfast colors. Sizes 6-18.



PRICE CUT

WARDS HI-TOP OR OXFORD
SKIPS FOR MEN AND BOYS

REG. 3.99

3.33

Here's the support, long-lasting comfort active men and boys want! Built for extra rugged wear with army duck uppers, cushion insoles, molded arch, grip soles. Black or White. Men's 6½-11, 12, 13; Boys' 10 to 6!

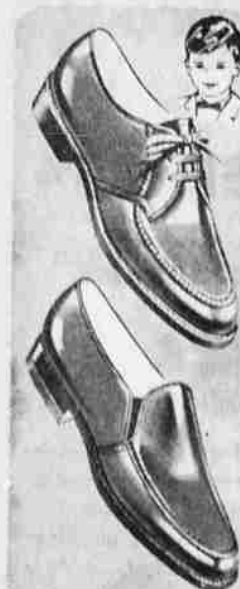
LITTLE BOYS SAVE

BRENT JR. SHOES
IN TWO POLISHED
POPULAR STYLES

3.99

REG. 4.99

Take advantage of this low Ward price... send him back to school in style! Choose quantone stitched oxfords or side gore slip-ons... both with extra long wearing neolite composition soles, black leather uppers. Sizes 8½ to 13. 5.99 Brents for big boys, 3½-7, D. 4.99



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

1/3 off men's sport shirts

IVY-PRINT COTTON CASUALS
WITH TAPER-TAILORED FIT

1.99

REG. 2.98

Let Wards make you a standard of style on campus. Begin by building a shirt wardrobe now—at pre-season savings. You'll find a great selection of long and short-sleevers, button-down, snap-tab and spread collars, vertical box-pleated backs, hanger-loops on back, too. Muted dark colors. S-M-L.



BRENT
Sold exclusively by
Montgomery Ward

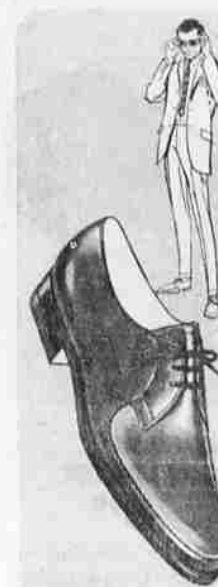
\$2 SAVINGS!

WARDS REG. 9.99
LEATHER OXFORD
IN BLACK, BROWN

7.99

7-11, 12, C, D

Choose Brent for campus or business... at big Ward savings! Expertly crafted with novel stitched seams on leather uppers... leather soles for extra wear. Goodyear welt construction, too! At this low price you may want both colors... charge yours now!



SANFORIZED* FIT

REGULARLY 3.98
BLACK TWILL
WORK PANTS

3.44

If you value quality, come to Wards. Choose cotton twill work pants Sanforized* for permanent fit washing after washing. They're sturdy tailored with five strong pockets and reinforced zipper fly. Plain 20" bottoms. In black only, 30 to 44. Don't miss this buy!

*Max. shrink 1%



SAVE! Combed cotton outfits

WASH AND WEAR ARMY
TWILL WORK OUTFITS

6.88

REG. 8.18
FOR SHIRTS AND PANTS

Made of extra-rugged Galey & Lord Cramerton Cloth for long wear, fine appearance. Proportion-sized for maximum comfort. Sanforized-Plus*, mercerized and vat-dyed. Hurry in, save!

*5-ways tested for wash 'n wearability.
Reg. 3.59 Shirt with full length tails, alone... 3.23
Reg. 4.59 Deep-pocketed pants, zip fly, alone... 4.13
Reg. 7.98 matching jacket, warmly lined... 7.44
Reg. 1.49 Matching hat, waterproof finish... 1.28



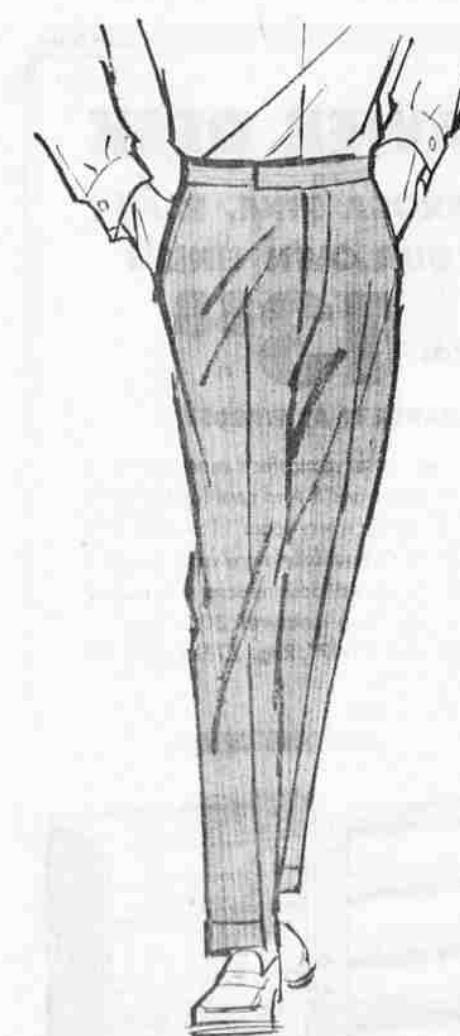
REDUCED 1.10

REG. 4.98 CAMPUS SLACKS OF
WASH-WEAR COTTON SHARKSKIN

MEN'S
28-38

3.88

Timed to help with your back-to-school needs, here's a 22% reduction on handsome Brent casuals. They're styled the slim continental way—with adjustable side tabs, plain front. Legs taper to 15" opening. No cuffs.



HEAVIEST DENIM

REGULARLY 2.98
MEN'S WESTERN
SADDLE PANTS

2.58

Regularly priced low... now you save even more! Popular western style pants with snug-fitting seat and legs. Tough 13½-oz. coarse weave cotton denim takes plenty of abuse; reinforced strain points and bar-tacks assure you of much more wear. 5-pockets, zipper fly.

*Max. shrink 1%



BUY AT THESE FALL FESTIVAL SALE PRICES. YOU'LL BE GLAD YOU DID!

NO NEED TO WAIT WHEN YOU CAN USE WARDS CONVENIENT CHARGE-ALL ACCOUNT