

STYLE and QUALITY at LOW PRICES

We will be glad to help you order merchandise not carried in stock. On all orders from our Catalogue, WE PAY THE POSTAGE AND FREIGHT

You can always be confident that the styles of the garments offered in this store are new, smart and authentic; the workmanship splendid; the materials and trimmings of dependable quality. Ward's gives

you the advantage of the most efficient method of distribution known. We cut costs and you get the benefit in lower prices.

Many articles which will bring comfort and happiness to the home may be bought on WARD'S EASY PAYMENT PLAN



Modern Women Demand Dainty Personal Necessities

—And these sanitary goods will please the most fastidious. Made in the daintiest of colors and materials, they are designed to give the utmost in comfort and wear. Their prices place them within the means of every woman.

A LITTLE SATIN GIRDLE to wear under your loveliest frocks hooks on the side. Batiste lined. Light front boning, elastic side panels. Fresh or peach. **\$1.00**
Sizes 24 to 36.

A SANITARY APRON of fine light gum rubber protects your dresses. A Hickory product. Fresh only **18c**

A FITTED SANITARY BELT of Hickory woven elastic is just the proper width for comfort. Small, medium, large **23c**

HICKORY SANITARY STEPPERS are made of light gum rubber, edged with lace. Sizes medium and large **69c**

SANITARY BLOOMERS of flesh color gum rubber have fingered tops. Of the famous Hickory quality **60c**

MONETTE SANITARY NAPKINS are inexpensive — comfortable — hygienic. Highly absorbent; with new rounded corners. **23c**
Box



A Stunning Array of New Fashions Direct From New York

Even Sports Frocks Are Tailored **\$9.75**

Feather weight woollens—tweeds, covert cloth, jerseys, flannels — go to make the most charming little sports frocks. Tailored lines but with soft feminine details of bows, tucks and plaits that take away all severity. You will want several of them—they are quite the smartest thing for daytime wear.

Other Sports Dresses **\$5.95**

Silk Frocks Have Frills and Flares **9.75**

Styles are more feminine than they have been in years. Ward's has a large selection of charming new frocks in satin, canton, silk prints. Higher waist-lines, swathed hip-lines, soft touches of lace or batiste are featured. Come in and see them—you'll find them intriguingly new and becoming.



The Soft Flattery of Rich Velvet **\$3.95**

Velvet is smarter than ever this year. In black or rich colors it is deftly draped into stunning hats. New off-the-forehead, and long-on-the-side styles.



To Wear to School **98c**

Smart, youthful, little hats in gay felts or velvets, trimmed with a bit of ribbon or a new buckle.



Winter Togs for Little Girls

They Like These Printed Dresses **\$3.98**

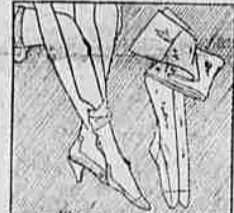
—And Mothers will approve of them too. The demure little collar is edged with blue buttonholing, the belt has a bright buckle. There are many charming styles in our children's section.

Stylish Coats of warm Chinchilla **\$4.98**

Simple, smartly tailored, little coats that are warm enough for the coldest days. Sateen lined, double breasted, with a comfy button-up collar.

Lounge Smartly Quilted Robe in a Cozy **\$8.98**

Just the thing for dormitory wear! Tailored robes of a lovely quality quilted silk, come in a wide range of pastel and bright colors. Collar, cuffs and patch pockets are embroidered. Sizes 34 to 44.



Silk Top-to-Toe A really remarkable value in hose. Pointed heels, fine reinforced feet. In all the new dusky shades. **\$1.39**
Underhose 55c Pair

Be Well Dressed and Warm Cold Weather Coats for Boys!

Sizes 30 to 42

Horsehide **\$9.50**



The first wearing leather obtainable. Lined with warm, durable half wool Melton cloth. Smart pockets, all round best.

\$9.50

Sheep-skin lined, big and husky, warm in zero weather. In Navy Blue or rich Brown Corduroy, extra heavy and durable.

To Protect Your Feet! Heavy Storm-Proof Rubbers

Men's Sizes **\$1.17** Boys' Sizes **95c**

Walk through water and melting snow for hours and these semi-storm-proof rubbers will keep your feet warm and dry. Extra heavy soles for extra wear.



Lumberjack Sports Coats for Grown and Growing Boys!



Elastic Web Waists

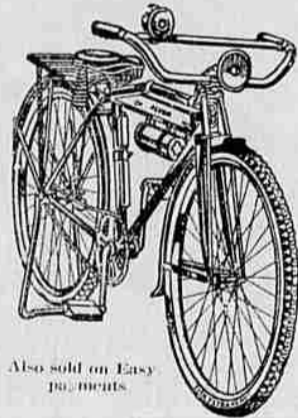
For Men **\$2.98**

For Boys **\$1.98**

They're of warm flannel-aside that looks like leather and stops the wind like leather. Free and easy in fit to give the muscles plenty of room. Smart pockets. Elastic web waists.

The Bike the Boys are Crazy For! "Hawthorne Flyer" Motobike

\$36
Cash Price



Also sold on Easy payments.

New colors of Royal Packard Blue and Lasalle Imperial Red — with all nickel parts chromium plated — will tickle the heart of any live boy. Full sport model equipment. Multiple disc type New Departure Coaster Brakes. Come in and see this wheel — and have the features and guarantee explained to you. Chromium plating adds to the appearance.

Snug and Warm All Wool Auto Robes **\$6.95**



Extra fine wool, closely woven plaid. Heavy, fleecy, warm, splendid for camping, football games, too.

Auto Robes

Part wool robes **\$1.98**
Reversible part wool blanket or robe **\$3.25**



Tire Patch Outfit **19c**

Repair blow-outs, punctures. Saves money.

Nickel Polish No harmful abrasive. Quickly brings out original finish. **45c**
Duro No. 7 Auto Polish **85c**



Radiator Shutters **\$8.25**

Horizontal Type for Fords. A saver of dollars and cold weather motor trouble. Reduces use of choke, insures motor safety against freezing.

Protect Your Car From FREEZING Alcohol Gallon



\$1.00

Heavier--Tougher Tire Chains

Heavier weight and tougher steel insure much longer wear. Lock end fasteners.

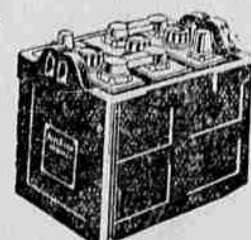
29x4.10 Balloon **\$3.98** 30 by 3 1/2 H. Pressure **\$2.70**

Storage Batteries that Give Extra Winter Power

Riverside "Winter King"

\$7.37

With your old battery guaranteed for 2 Years "Winter King" is built to stand the strain and drain that winter weather places on a battery. Its extra power starts a cold motor quickly. Dependable day in and day out.



Togs of Wool for Tiny Tots

SACQUES—carefully knit of fine wool yarns... buttoned ties and ribbon ties. Plain and rayon trimmed. White and pink; white and blue. **98c**
Infant's size only.



3-PIECE SWEATER SETS—Hand embroidered rosebuds and rayon striping trim. Cap, Sweater, and Tights. White with pink; white with blue. 6 mos. **\$3.25**
1 and 2 yrs.

For All Types of Garments

Fine Outing Flannel

Per Yard **18c**
36 inches wide

Fleeced on both sides. Dainty colors and dark plaids and stripes for practical wear. Unusual quality at this price.



Bargain Percalé

Per Yard **16c**
36 inches wide



Ideal for house frocks and school dresses! Soft quality cotton fabric that looks well after tubbing. Both light and dark colors in new designs.

Extra Large — Extra Heavy!

Turkish Bath Towels

22x44 inches Each **60c**

Highly absorbent. Double loop weave means extra long service. Bleached pure white, hemmed and ready for use. Splendid value.



Special Comforters INSERT BORDERS

Decorative — colors to match your bedroom furnishings. Flowered chablis with insert border of lustrous sateen... filled with soft new cotton. Blue, rose, gold, orchid. **\$3.98**
70x80 inches



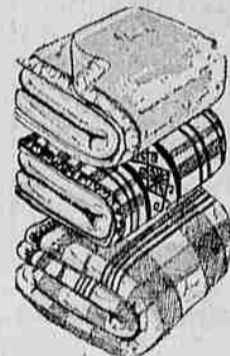
Blankets of Cozy Warmth

All Are Full 66x80 Inches

SINGLE BLANKET—Two-color reversible, sateen bound ends. Double woven of selected China cotton with a small amount of wool. Green and helio; blue and gold; rose and gold. Each **\$3.29**

COLOR HARMONY — Single blanket with double thick velvety nap... small amount of wool... sateen bound ends. Tan and brown; navy and tan; maroon and tan; rose and tan. Each **\$3.25**

ALL WOOL BLANKETS — Colorful block plaids, made in pairs — two blankets in one continuous length. Live springy wool... blue; rose; gray; tan; gold; scarlet and black. Ends are sateen bound. Pair **\$7.15**



Ideal for Smart Frocks!

RICH SILKS

Specially Priced



PRINTED FLAT CREPE—New Fall color combinations in smart designs. Excellent quality... firm weight with the new dull finish. 39 inches wide. Yard **\$1.69**

SATIN CREPE—Rich dull crepe on one side, lustrous satin on the other. Lovely Fall colors: Green, Brandywine, Castilian, French Beige, Black, White. 40 inches wide. Yard **\$2.49**

BATH MATS—standard quality. Handsome new design... fast colors, reversible, double loop construction, very absorbent. Green, rose, blue **38c**

A BARGAIN — 3-piece bath set — one towel 17x34 in., two washcloths 12x12 in., Fast color borders. Absorbent Turkish weave. Gold, pink, green, blue **\$1**



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