

Shop Wards 'til 9 Every Friday Night

Montgomery Ward

135 North Liberty

Phone 3-3191

Elevator Service to All Floors!

Montgomery Ward

135 NORTH LIBERTY

PHONE 3-9191

Shop Wards 'til 9 P.M. Every Friday!

PROOF! You save more at Wards

PROOF! You save more at Wards



FAVORITE STYLES IN BUDGET-WISE COATS FOR FALL

See Our New Selection of Top-Notch Quality Coats

REG. 24.75 22.00

Compare with 29.98 quality. Made of fine all wool fabrics combined with expert tailoring and fine details to make your coat a style-winner. Imagine, hand-made button-holes, smooth rayon satin linings at such a down-to-earth price. Come marvel at these coat-buys today! Sizes from 10 to 20.

WERE 5.98 to 8.98! Back-to-School New Fall Cottons

4.97

• Juniors 9-15 • Misses 12-20

Rich autumn shades in attractive plaids and dark solids. Youthful styles, well made of fine quality sanforized cottons that can't shrink over 1%. Come early... you'll want several!



REG. 2.98! SPECIAL PURCHASE OF COTTON PLAIDS

2.78

For Back-to-School!

Only Wards special purchase makes this low price possible! Swingy skirts, ruffled details, white trims included in a gay assortment of bright plaids. Fine, washfast cotton. Sizes 7-14.

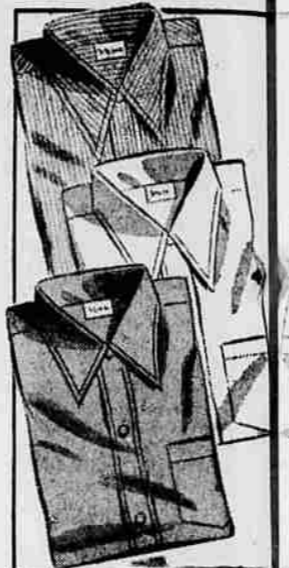


COMPARE AT 2.98! BIG NEW LINE MEN'S SHIRTS!

1.98

Whites and Stripes! Spread collar pastels!

See Wards big new variety of 1st quality shirts at this thrifty price. Fine Sanforized broadcloths—regular or spread collars. Whites, fancies, solids, pastels. Tailored for lasting good looks.

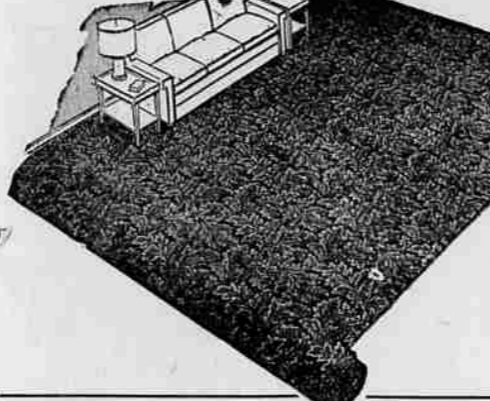


LOW PRICED BOYS' ARMY TWILL PANTS

2.59

Sanforized Sizes 6 to 16

Long wearing, good looking army twill pants. Durable for school or play. Sanforized, will not shrink over 1%. Cuff bottoms and belt loops. Stock up for school now!



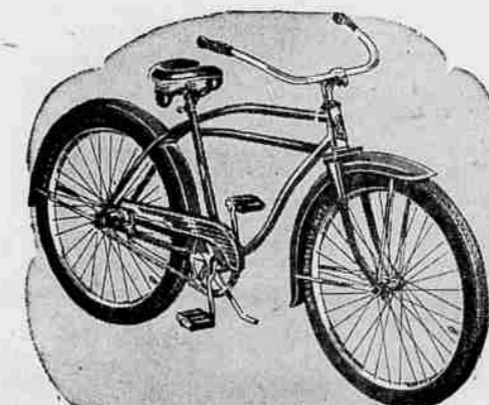
TEXTURED WILTON BROADLOOM, reg. 10.95 "Luxure" all wool quality; in 9 and 12 ft. widths. Made of resilient imported wool in Wilton weave. Tone on tone design. 27-in. width, reg. 7.85 yd. \$5.88 Sq. Yd. 888



5-PC. PLASTIC-CHROME SET REG. 67.95 30x42-in. smooth Micallite Laminated Plastic top extends to 30x32-in. S-type chair seat and back in durable Durin Plastic. 74.95 Dinettes with 4-leg chairs, 54.88. 5488



SALE! WARDS VITALIZED MOTOR OIL Why pay 35c a quart for oil... stock up with Vitalized at this low price! Premium quality... cleans out power-robbing deposits, keeps motors clean! 18c



REG. 38.95 HAWTHORNE BIKE "50" It's a champion in any class... a Hawthorne! Baked-on enamel finish, chrome trim, kick stand, chain guard, and big "Air-Cushion" balloon tires! 3688

AUGUST HEATING SALE 10% REDUCTION NO MONEY DOWN - 3 YEARS TO PAY LOW FHA TERMS ASK FOR DETAILS Save 3 Ways at Wards! 1-SAVE MONEY Wards direct-selling policy brings you top-quality automatic heating equipment for less! 2-SAVE FUEL Wards systems are engineered to get the most heat from your fuel! 3-SAVE WORK Stop being a slave to the heating plant! FREE ENGINEERING SERVICE! EXPERT INSTALLATION!



REG. 1.99 LONGWEAR MUSLINS NOW REDUCED! TWIN SIZE 72x99 IN.

Wards Sturdy Type 164 128 Sheets on Sale!

Compare! 128 threads of heavy long staple cotton woven per square inch. Strong tape selvages. 3-inch top hems. • Reg. 2.19 Size 81x99-Inch Sheet... now 1.74 • Reg. 2.39 Size 81x108-Inch Sheet... now 1.84 • Reg. 49c Size 42x36-Inch Case... now .34

SAVE ON REG. 2.98 FINE GAUGE SWEATERS

2.44

• Expensively detailed • Unusual Ward value

Compare with 3.98 quality! You'd expect sky-high prices on slippers like these! Fine zephyr wool or all nylon! Pastels and new high shades. Yet, they're low priced—at Wards! 24 to 40.



BOYS' FINE QUALITY KNIT SHIRT Bold Patterns 69c

8 OZ. CANVAS WORK GLOVES Special purchase! 16c

MEN'S FINE COTTON BRIEFS... Regular 59c 44c

GUARANTEED CREW SOCKS... 3 PRS. 89c

INDIAN STYLE BLANKET Reg. 3.98 3.37

REG. 1.19 CHARACTER SWEATSHIRT For boys, Jr. boys 87c

SALE! COMMANDER BATTERY Exch. 6.45

AIR CADET RADIOS REG. 12.95 3 Colors! 10.88

REG. 2.29 MARBLEIZED LINOLEUM Sale Price 1.77

COLORFUL TILEBOARD CUT-PRICED For beautiful walls! 32c

COMPARE AT 6.25... AUTOMATIC! 4.18

REG. 14.45 MODERN FLUORESCENT 1288

REG. 55.00 ALL-METAL SHOWER CABINET! 4888

REG. 1.15 TO 1.49 HANDY TOOLS! 97c

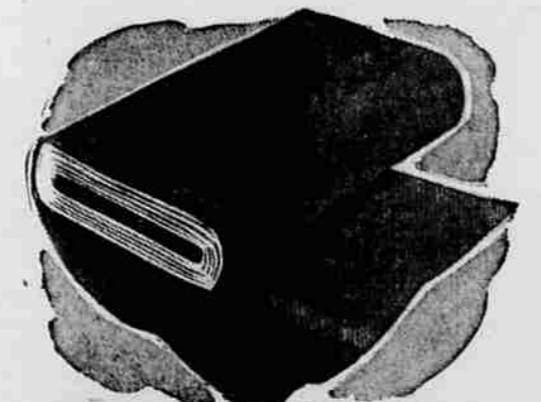
SALE! "COLD RUBBER" DELUXE RIVERSIDES REG. 13.25 6:00-16 Exchange price 1195 Plus Fed. Tax Better than first-line tires because it's premium quality. Exchange your old tires for Riverside "Deluxe" now. \$1.50 per week buys 4 "Deluxe" Tires.



ONE GROUP MEN'S REG. 49.75 BRENT DELUXE SUITS

All wool worsteds! Single and double breasted! 3477

Proof! You save more at Wards! Not our lowest priced suits but our better, 49.75 quality! Finer worsteds and precision tailoring details that make your suit fit better and wear longer! Sizes 35 to 44! Longs, shorts, stouts, as well as regulars. See them! One Group Reg. 39.75 All Wool Suits, 39 to 46... 24.77



NEW FALL WOOLENS; SPONGED, SHRUNK Professionally sponged and shrunk by experts! Cut your garment to exact size—no worry about shrinking afterwards. 54" all wool flannel. 269