Elevator Seme to All Floors!

Montgomery Ward

155 NORTH LIBERTY PHONE 3-9191

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

## You save more at Wards

WERE 5.98 to 8.98!

Back-to-School

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!

PURCHASE OF

New Fall Cottons



**FAVORITE STYLES** IN BUDGET-WISE COATS FOR FALL

See Our New Selection of Top-Notch Quality Coats

**77**.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. satin linings at such a down-to-earth price. Come marvel at these coat-buys today! Sizes from



Sanforized Sizes 6 to 16

LOW PRICED

BOYS' ARMY

TWILL PANTS

COMPARE AT 2.98!

BIG NEW LINE

MEN'S SHIRTS!

Whites and Stripes! Spread collar pastels!

See Wards big new

variety of 1st quality

shirts at this thrifty

price. Fine Sanfor

ized broadcloths -

regular or spread col-

lars. Whites, fancies,

solids, pastels. Tail-ored for lasting good

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



SALE! WARDS VITALIZED MOTOR QIL Why pay 35c a quart for oil . . . stock up with Vitalized at this low price! Premium quality . . . cleans out power-robbing de-

> SALE! COMMANDER BATTERY Exch. 645

AIR CADET RADIOS

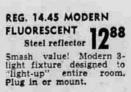
REG. 12.95 2.95 3 Colors! 1088 Buy a matching model for

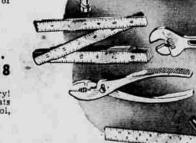
REG. 2.29 MARBLEIZED LINOLEUM

COLORFUL TILEBOARD CUT-PRICED For beautiful walls 32 Low-cost, attractive! Easy to clean! Large panels . . . easy to install. Choice of colors!



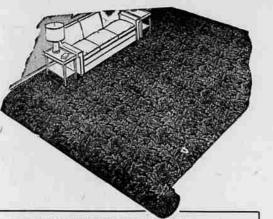
COMPARE AT 6.25 . . . AUTOMATIC! 418
Fabric heat control Special purchase — hurry! Long-life element heats quickly. Chromed. Cool, wooden handle. AC.





REG. 1.15 TO 1.49 HANDY TOOLS! Take your choice of any one of these handy tools . . . at this cut price! The ruler is aluminum. Every one of them is a wonderful buy. Come in early before we're sold out!

## You save more at Wards



TEXTURED WILTON BROADLOOM, reg. 10.95

"Luxure" all wool quality; in 9 and 12 ft. widths. Made of resilient im-ported wool in Wilton weave. Tone on tone design. 27-in. width, reg. 7.95 yd. ... \$5.88



5-PC. PLASTIC-CHROME SET REG. 67.95

30x42-in. smooth Micanie Laminated Plastic top extends to 30x52-in. S-type chair seat and back in durable Duran Plastic. 74.95 Dinette with 4-leg chairs. 64.88.



REG. 38.95 HAWTHORNE BIKE "50"

a Hawthorne! Baked-on enamel finish, chrome trim, kick stand, chain guard, and big "Air-Cushion" balloon tires!

OIL BURNER

Convert your present wood or coal furnace! Enjoy the comfort and efficiency of automatic oil heat. High pressure type! Uses quiet. Less controls.

AUGUST HEATING SALE

LOW FHA
TERMS
ASK FOR
DETAIL DETAILS

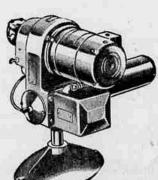
NO MONEY DOWN — 3 YEARS TO PAY



AIR CONDITIONING AUTOMATIC OIL FURNACE

Reg. 374.50

Modern, comfort . . . provides positive circulation o clean, healthful warm air to every room! High pressure atomizing type burner for highest efficiency. No fuel waste! Controls include: Thermostat, fan limit control, barometric draft control, humidifier!



REG. 94.50

Save 3 Ways at Wards!

1-SAVE MONEY Wards direct-selling policy brings you

top-quality automatic heating equipment for less! Come in! Select the system that best fits your particular needs . . . and pocket the savings!

2-SAVE FUEL

Wards systems are engineered to get the most heat from your fuel! Air and fuel supply are controlled for efficient burning. Thermostat prevents loss of your fuel through overheating!

Stop being a slave to the heating plant! Save countless trips to the baser

3-SAVE WORK

open the drafts, check and fire the furnace. Have complete home comfort . . . finger-tip controlled!

FREE ENGINEERING SERVICE!

Wards will plan the heating system that best fits your particular needs . . . free of charge!

EXPERT INSTALLATION!

If you wish, Wards experts will install it for you. No work or worry. Your plant will be adjusted for maximum efficiency!



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

> Wards Sturdy Type 128 Sheets on Sale!

Compare! 128 threads of heavy long staple cotton woven per square inch. Strong tape selvages. 3-

• Reg. 2.19 Size \$1x99-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

 Expensively detailed · Unusual Ward

quality! You'd expect slipons like these! Fine zephyr wool or all nylon! Pastels and new high shades. Yet. they're low priced at Wards! 34 to 40.



8 OZ. CANVAS WORK GLOVES Special purchase! Stock up NOW! Heavy o

BOYS' FINE QUALITY

Bold Patterns Of soft extra fine c

KNIT SHIRT



MEN'S FINE COTTON BRIEFS . . . Regular 59e 44 Basic comfort for the athletic type! Better qualiribbed knit cotton, new taped fly front.

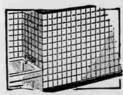
**GUARANTEED CREW** 

SOCKS . . . 3 PRS. 89

3 pairs must give 3 month wear or we replace them Mercerized cotton; nylor reinforced. 8½-11.



Sale Price Colorful graining goes thru to felt back . . . will last the life of linoleum! 6-ft. wide.

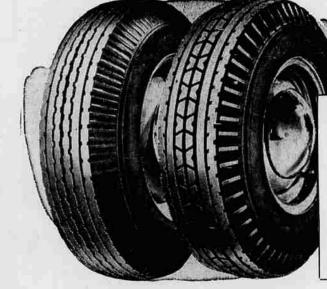


REG. 55.00 ALL-METAL SHOWER CABINET!

is porcelain enameieu siere.
fixtures and curtain hooks are
fixtures and curtain hooks are
Balance Menthly

Walls and back are white

enameled sheet aluminum; floor



SALE! "COLD RUBBER" DELUXE RIVERSIDES REG. 13.25

6:00-16 Exchange price

1195

Better than first-line tires because it's premium quality. Better too, because it's made of cold rubber o wear longer. Exchange your old tires for River side "Deluxe" now. \$1.50 per week buys 4 "Deluxe" Tires. All other sizes also on sale!

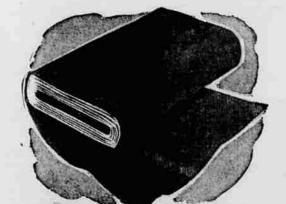


ONE GROUP MEN'S REG. 49.75 BRENT DELUXE SUITS

All wool worsteds! Single and double breasted!

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

One Group Reg. 39.75 All Wool Suits, 39 to 46



NEW FALL WOOLENS; SPONGED, SHRUNK Professionally sponged and shrunk by experts! Cut your garment to exact

wards, 54" all wool flannel.

269 size-no worry about shrinking after-



Reg. 3.98 3<sup>37</sup> Bright-colored tradition Indian pattern . . . a favorite with boys! Fareen or navy, 70"x80"

INDIAN STYLE

BLANKET



FLUORESCENT 1288
Steel reflector



REDUCED! REG. 7.95 THICK-TAB SHINGLE AT AMAZINGLY LOW PRICE!

> Choice of colors. Sq covers 100 sq. ft.

One of America's finest shingles. Extra thick in exposed part, gives you double the wear, double the protection of any ordinary shingle. Ceramic-surfaced, attractive, fire-resistant. Thousands of homeowners agree that for enduring roof beauty, it can't be beat. Buy yours today!