

# Montgomery Ward

155 NORTH LIBERTY

PHONE 3-3191

**Elevator Service to All Floors!**

## PROOF! You save more at Wards

Fall is the time for  
**NEW\* WOOLENS**  
**RICH CORDUROY**  
Priced for savings at Wards

**\*SPONGED AND SHRUNK WOOLENS**

No extra cost! No unnecessary steps! Professionally sponged and shrunk by experts! Cut your garment exactly to size—no worry about shrinking afterward. 54-inch all wool flannel is year-around weight.

**269**  
yd.

**REGULARLY 98c RAYON GABARDINE**

Sportweight good quality rayon gabardine for men's shirts, kiddie fashions, misses' street styles. Long wearing! Big color selection! 41 in. Hand-washable with care.

**78c**  
yd.

**SALE! 89c DRESS CHAMBRAY 35/36"**

Colors are vat-dyed for dependable washability! Combed sanforized chambray for children's wear, pajamas and shirts. Come in and see the lovely rich, solid colors! Feel the fine silky texture.

**59c**  
yd.

**WASHFAST COLORFUL RAYON PLAIDS**

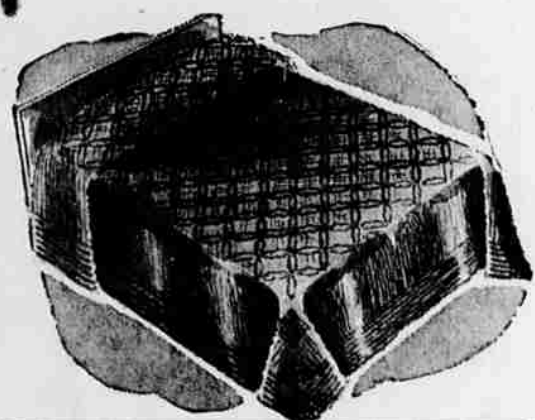
Throw 'em into the tub—they're guaranteed not to shrink, to stay bright! Vat colors for shirts, school wear, street tags! 36".

**98c**  
yd.

**THRIFTY "ACESPUN" LOOKS LIKE WOOL**

Special rayon blend looks so much like wool, yet you can hand wash it! Sensible for kiddie clothes, casuals. Big color choice. 39".

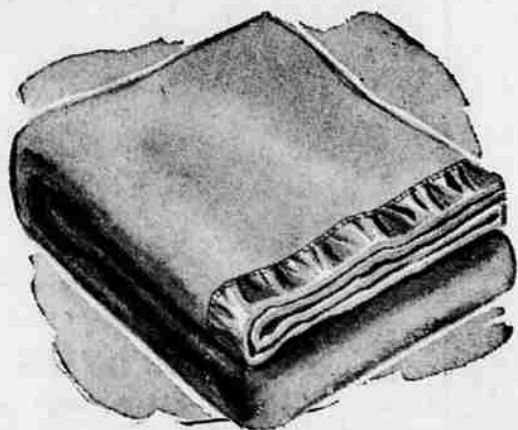
**59c**  
yd.



**REG. 8.98 FLUFFY CHENILLE SPREADS**

Two patterns, multi-floral on a snowy white background or the romantic wedding ring pattern in new solid decorator colors. Thick high pile tufting on a sturdy cotton backing.

**748**

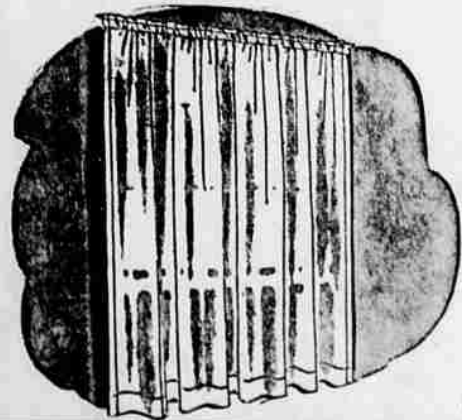


**REGULARLY 9.98 ALL NEW WOOL BLANKET**

Has a thick uniform nap which assures extra warmth and insulation. Amuno treated . . . blanket replaced if moth damaged in 5 years. Fine smart shades. Weight 3 lbs.

**899**

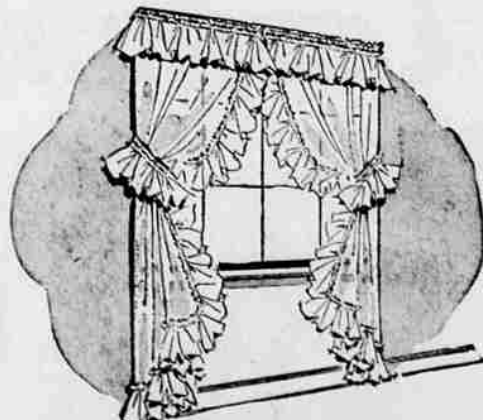
72x84 in.



**REGULARLY 1.19 TAILORED PANELS**

Will blend with any room scheme! Made of smooth-draping celanese rayon marquisette. Small, close weave is firm and wears well. Generous hems and rod beading. 42-in. by 81-in.

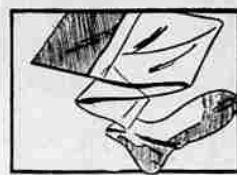
**88c**  
ea.



**REG. 2.98 MARQUISSETTE PRISCILLAS**

New celanese rayon marquisette priscillas in a rich eggshell color to blend well in any room. Generous 5 1/2-in. ruffle and matching tie-backs. Each side 44 inches wide by 81 inches long.

**268**  
pr.



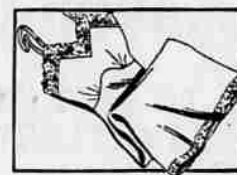
**REG. 1.19 LINE FIRST QUALITY NYLONS**  
Fall Shades! **84c**

Lovely nylons for fall in 51-15 or 51-30. Full fashioned nylon reinforced. Sizes 8 1/2 to 10 1/2.



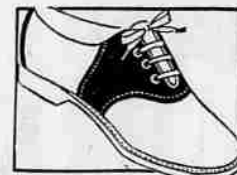
**KNIT RAYON BAND LEG BRIEFS**  
Run-resistant rayon **29c**

Be economical—stock up a supply! Double fabric crotch; pretty pastel colors! S-M-L.



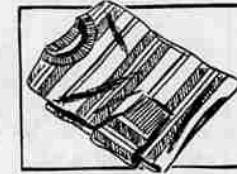
**REG. 2.59 RAYON CREPE SLIPS**  
New low price! **194**

Beautifully cut slippers in multi-filament rayon crepe, lavishly trimmed with lace. Pink, white, lilac or Nile. Sizes 32-40.



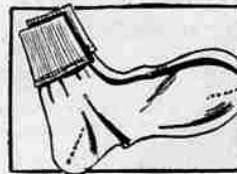
**GIRLS' TWO-TONE OXFORDS**  
Regular 3.98 **368**

Classic brown and white saddle oxfords with sturdy, non-marking white rubber soles. Sizes 4-9.



**GAYLY STRIPED KNIT SHIRT**  
New Fall patterns **69c**

Combed cotton in colorful combinations. Long sleeves. Multi-stripes or solids.



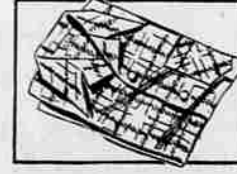
**REG. 35c HOLLYWOOD ANKLETS**  
Sale priced! **29c**

Miles of wear in every pair! Washfast mercerized cotton; nylon reinforced. 6 1/2 to 11.



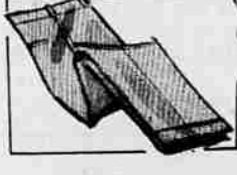
**BOYS' SUSPENDER 8-OZ. JEANS**  
Sanforized! **139**

Jr. boys' detachable suspender jeans. Blue denim. Strain points reinforced with bartacking. 3-8.



**BOYS' FLANNELETTE PLAID SHIRT**  
Regular 1.39! **118**

Convertible collar may be worn open or closed. Assorted plaids. Sanforized. (Shrink 1%) 6-18.



**ARMY TWILL BOYS' PANTS**  
Sturdily made! **259**

Made of good quality army twill. Cuff bottoms, belt loops, tan color. Ideal for school. Sizes 8-16.



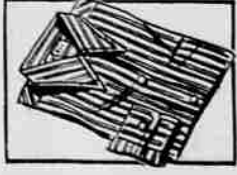
**REG. 2.49 UNIONS 10% WOOL**  
Exceptional value! **197**

Medium weight, 10% wool union suits. Long or sleeves, ankle length. Rib knit. Sale priced!



**REG. 39c CORDURA DRESS HOSE 3 prs.**  
DuPont Cordura rayon **100**

More wear in every pair! Longer wearing "Cordura" rayon body; nylon reinforced. In 10 to 12.



**MEN'S 1st QUALITY DRESS SHIRTS**  
New low price! **198**

Fine Brent Broadcloths! Whites, fancies, with reg. collars. New spread collar pastels. All sizes.

**SAVE ON REG. 2.98 FINE GAUGE SWEATERS**

**244**

- Expensively detailed
- Unusual Ward value

Compare with 3.98 quality! You'd expect sky-high prices on slip-ons like these! Fine zephyr wool or all nylon! Pastels and new high shades. Yet, they're low priced—at Wards! 34 to 40.



**REG. 2.98 SPECIAL PURCHASE OF COTTON PLAIDS**

**278**

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



**SALE! BOYS' 39c RIBBED SHORTS, ATH. SHIRTS!**

**34c**

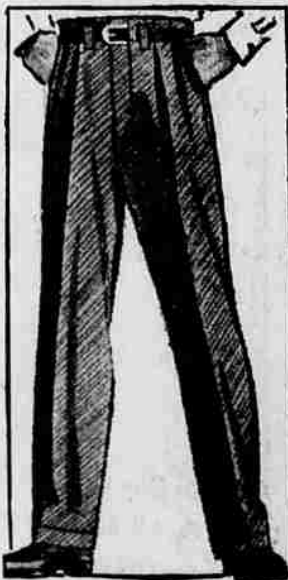
Stock up now! Quality Healthgards of springy cotton. Shirt in Swiss rib has long body, strong hems. Ribbed speed shorts have double crotch and all-around elastic waist. All boy's sizes. Save!



**REG. 9.95 MEN'S WOOL-RAYON GAB. SLACKS**

**888**

Favorites all over America for cool, dressy good looks. Handsomely tailored of 40% press-keeping worsted — 60% cool rayon. With new continuous waistband, welt seams and deep pleats.



**SHOP WARDS 'TIL 9 EVERY FRIDAY NIGHT**