Ward's can have are statements made by our customers of their satisfaction. Frequently they tell us face to face, many times they write us of the exceptional bargains our store offers, because of our efficient nation-wide distribution and great buy-

Here are values, this week, which we believe are typical of the many savings you may make.

# After all, Ward's Really Give More for Your Money - a statement customers often make

#### You Can Be Smartly Gowned At Moderate Cost---Note Those Values

Our Fall stocks are ready! New styles-new colors-new materialseverything to complete a chick ensemble. Shop now-for first choice.



Fine Crepe Girdle

Light front boning for

Fine Rayon \$1.49 Combination

For sienderizing lines but full enough for comfort. Re laforced crotch design with double gusset. Elastic at the kneen; opening at left lex

Shortie 98c Bloomers ..

For the new fashion slim-



Comfort and Service Union Suits \$1.49

A medium weight suit of glove fitting smoothness. Of finely ribbed cotton, lightly fleeced. Flat locked seams; open seat with large smooth fitting gusset; Dutch neck, elbow sleeves, ankle length. The same garment for stout figures at \$1.69.

#### Flannelette Gowns at \$1.00 \$1.69

Varied styles make selection easy. Of novelty stripes or white, with braid and hem-stitching trim. Double yokes inpure extra warmth and wear. Some of V and round neck styles; others with high turn-over collars. Buy several at this price!

Envelope Purses

Unique Styles
To correspond with modes
fall costumes. Plain leather
with novelty trims of coutrasting colors and stitchings. Well tailored, neally
insed; fitted with coin purse
and mirror. Envelope style
with anap fastening.

Dressy Coats

Look Smart-Feel Warm Soft materials that cling gracefully . . . including broad-

cloth. Fine tailoring . . . excellent workmanship. New side flares and straight line models.

Chic Frocks

For Many Occasions You can afford several at this modest price! A variety of styles in flat crepes and canton crepes. Many with

> New Lines of Youth Famous

> > Sta-Down

\$1.19

Smooths the figure into graceful slenderness! Combination correct and brasilere in one piece. Elastic inner belt . . . flexible back

boning. Rayon-striped pop-



Girls' Dresses Smart Style \$3.98

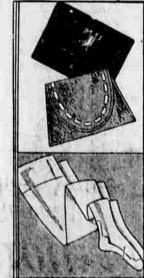
For the young miss who dresses in the latest mode. The trim collar and cuffs with their narrow pleated frulls, and the jaunty how at the neck give just the proper trimming. The skirt is a copy of the newest autumn models with pleated guidzs. The belt ends at the left in a jaunty how with sash ends.

Girls' Hats New Mode \$1.49 An off-the-face brim features this little hat with its rib-bon trim.



\$1.49 Novelty Pajamas

Weil Tailored
Pajamas in a novelty cotton
print of blue and tan will attract the discerning buyer.
The convertible collar may be buttoned enugly about the neck to give added warmth and protection. Coat of print with collar, cuffs and pocket of plain broadcloth. Trousers—plain with print



Girls' Coats

Outstanding Styles

\$8.98

delight the most fastidious little girl. The soft fur col-

lar and cuffs give warmth and add that flattering touch that only fur trimming can give. Well tailored of all-wool material with durable

# Hosiery for All Occasions

Full Fashioned—Pure Silk

Chiffon ... \$1.39

That sheer, dainty appearance so desired by the wo man who dresses modishly. A reinforced silk-covered to and heel insures extra wear. Take advantage of this atService ... \$1.49

Shimmering loveliness com-bined with that long wear-ing quality so appreciated by the woman who needs a utility hose. All pure silk to the liste garter hem. Liste slipper sole, toe, and heel

THE RESERVE

Buy Your Blankets Now and Save Money

Colorful Block Plaids -

Live springy wool. Two blankets woven in one continuous length. Sateen bound ends. Blue, Rose, Gold. Hello, Green. Also scarlet and black. An outstanding blanket value. 70x80 inches.

Fleecy Down Blankets -

"Old Home" quality. Warmly fleeced on both sides. Lockstitched ends. White, Gray. Tan, with colored borders. 79x80 inches.

Special Cotton Blankets -

Fluffy and warm. Fine for cool nights the year round. \$2.39 Made of fine cotton yarns . . . firm weave. 70x80 inches. Decorative Comforters -

Covered with fine cotton challie with lustrous sateen for the double insert border. Filled with soft new cotton. Blue, Rose, Gold. 72x84 inches.

#### **New Breakfast Sets**

Quaintly charming—and new! A soft green shade, artistically decorated! Fiddle-hack chairs with saddle shaped seats; droplent table; gracefully designed server. A real

Other Breakfast Sets \$00,00 to \$00,00



A minsters from \$24.50 to \$48.50 The high soft map of All Wool pile on a firmly woven back gives the Axminster an unusually luxurious appearance and a long wearing quality. You will be entirely satisfied with our fine assortment of new and beautiful patterns. Our 9x12 Axminister segmiless rug is a value which the well-informed buyer will be quick to appreciate.

Wiltons and Velvets from \$21.50 to \$128.95 Benutiful We have also an interesting collection of Wiltons and Velvets in lovely colors and pleasing designs. A visit to our rug department will be a delight to your eye and a satisfaction to your economy sense.



Extra heavy for winter warmth and tallored to give a perfect fit. Securely sew ed buttons, and reinforced strain points are special

Rest Whlie You Sleep! **Felted Cotton Mattress** 



Built up layer on layer of full 50 pounds of all-telted cotton! Durable art ticking, A restful night's sleep insures

See Our Fine Mattresses

\$7.25 to \$23.95

#### Glorio Prints

Are Lovely for Frocks

An exquisite fabric of mercerized cotton yarns. Smart color com-binations in new designs. Fine quality, 36 in. wide Yard 36c

WARDTEX CRASH - Exceptional value: For all to welling, Glass, Roller, Individual etc, Colored horders, Part Ilnen, Yard 13c

SOFT FINISHED PERCALE-For your frocks and the youngsters:
Smart for many home uses, too,
36 in, wide. Yard 16c

SHAKER FLANNEL - Destrable for warm undergarments. White only, 36 in, wide.

OUTING FLANNEL — Fleeced on both sides, dainty colors, dark plaids, 36 in, wide, Yard 18c

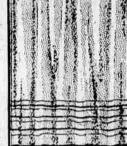
Standard 8-oz quality. For pillows or work aprons.

32 in. wide. Yard 32c



Rayon Marquisite Per Yard 36c 39 Inches Wide

Serviceable weave of rayon



#### WARD-O-LEUM RUGS

Send Sheer and Color! and Give Long Wear! Size \$8.25 9x12

Rugs \$3.35 to \$11.20

to clean. Tough felt base, lustrous paint surface. Smar new designs.

Lamps of Color

and

Keep Your Home Free from Dust and Dirt

Majestic Cleaner \$40.85

Also Sold on Easy Payments

See it demon-strated in this store! Ball bearing motor, mo-tor bearing brush, Easy to operate. With attachments or without. Beat-ing, sweeping suction that thoroughly cleans."

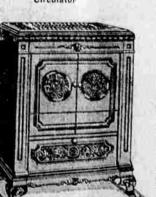
Beauty Specially \$8.50

designed floor lamps with plated metal bases and attractive parchment or

\$4.95 to \$32.50

### As Advertised in THE SATURDAY EVENING POST of October 12

Enjoy Healthful Warmth in Every Room! The Cheery Glow of an open Fireplace!



Fireside Windsor \$88.45

Heats 4 or 5 Large Rooms

Designed like a radio cab-inet! Two ornamental grall doors are backed by copper colored metal. Fin ished in walnut enamel, will not bure off. New, different. Substantial heating unit; large cast fron fire pot with large grate surface. See it—

now. Burns Hard or Soft Coal or Wood Sold on Easy Payments

## New Efficiency in a Coal Range!

New Colors in Porcelain Enamel & Better Cooking Performance with Less Fuel on This

Fireside \$106.45

Oversize cooking top - requires to blacking. Body walls of keystone copper bearing steel and Armeo iron, full porcelain enameled inside and out. Duplex rolling grates burn either voul or wood. New design warming closet

New Beauty for Your Kitchen!

Also Sold on Easy Payments!

