

**LOW PRICES - YES! GOOD QUALITY - YES! AND..**

# Wards Budget Plan to Help



**Foot Comfort!**  
Pinseal Trimmings  
Black Kid Ties  
**350**

They'll take you thru strenuous shopping or business days without a thought to your feet except how trim and well-shod they look!  
Steel arch support and Goodyear welt.



**Nightandays**  
ARCH SUPPORT SHOE  
MONTGOMERY WARD

for **198**



**PIONEER**

**115**  
Boys' Sizes 7-8



**69c**

**Homesteaders Fit Any Man! - Compare Quality!**

Sturdy blue or gray chambray—full roomy sizes for regular, slim or stout men; coat style. Rip-tested triple sewed main seams.  
• Boys' sizes, similar construction, only.....59c



**Men's Popular Blucher Style Black Oxfords**  
**198**

A great deal of value for your money in these Fall shoes! Built for wear and foot ease... pliable calf-grained leather. "No-Mark" composition soles and rubber heels. Sizes 6-11.

**You Want the Maximum Looks—Comfort—Value**

Wards know that. And we believe "Nightandays" fit the specifications to a "T." Here's why:  
**LOOKS:** New styles—Leathers—Trimmings!  
**COMFORT:** Specially made steel arch support!  
**VALUE:** Quality materials and workmanship!  
"Nightandays" must be good! The enthusiasm of thousands of well-dressed women proves it.

**Extra Features—Extra Comfort—Extra Value!**

Full-cut for real freedom of action—eighteen red bartacks at every point of heavy strain—trouser legs long enough to cuff—nine larger pockets—rustproof slides—oxidized buttons—triple-sewed seams! These are just a few of the things that make Pioneers even more comfortable and longer wearing. They're values!



**COMPARE!**

**198**



**Boys Want This Moccasin Toe Sports Oxford**  
**249**

These easily polished black calf-grain leather oxfords are mighty comfortable. Leather soles, rubber heels. Famous Goodyear welt construction. Save!



**WARD LUGGAGE**

**Buy Blankets Now!**



**Double Blankets**  
**249 pr.**

5% wool, 95% fine quality, soft China cotton with core yarn filling for extra wear. Lovely boudoir pastels with 3-inch saten bindings.

**Sanforized-Shrunk for Better Fit—More Wear**

Cool comfortable slacks in the very smartest of striped and fancy patterns. And they are wash-proof! This process actually increases the fabric's wearing quality! See how you save!



**Black Calfskin Goodyear Welt Construction**  
**298**

Men... here's everything you want in shoes... good looks, comfort and wear. Wing tip, ball style oxfords; Goodyear welt construction, oak bend leather soles... 6 to 11. A Ward Buy!



**Smart, Sturdy Overnight Case!**  
**139**

Attractive black fabric cover. Long-wearing and smart-looking, too! Rayon lined; shirred pocket. Strong basswood frame. Rounded corners. Sewed hinges.  
**Sturdy Suitcase**  
Strong, black fiber cover. Strong wood frame. **1.39**  
Reinforced!  
**HANDY PACK**—Water-resisting suede cloth! **1.89**  
Slide fastener!

All Wool Reversible Blanket, 70x80.....\$5.49  
Part Wool Reversible Blanket, 72x84.....\$3.98  
All Wool Camp Blanket.....\$2.29  
Part Wool Plaid Blanket, 66x80.....\$1.98  
All White Single Blanket, 70x90.....98c  
Cotton Plaid Single Blanket, 70x80.....69c



**No Wilt Collar**

- Shaped yoke and gathered back.
- Pleated sleeves with mid-button.
- Full back—18" armhole to gusset.
- Hand-finished welt style pocket.

**149**



**Re-Tan Process Increases Work Shoe Strength**  
**179**

Leather is made firmer—resists wear longer by this double tanning. No-Mark compo sole and rubber heel are nailed and sewed. Compare this low priced value! Men's sizes 6 to 11.



**Split Cowhide Gladstone! Roomy!**  
**649**

- Shark-grained durable cowhide.
- Strong steel frame.
- Reinforced corners.
- Strong leather straps.
- Sturdy hardware.
- Black or dark brown.

**Moisture Can't Wilt Wards Special Collar**

Collar won't wilt—requires no starch. New fusing process gives soft collar comfort, stiff collar appearance. White or plain color broadcloth 144x76 full count. Patterns also. Sizes 14 to 17.