

# WARDS SEPTEMBER SALES

**WARDS**  
*Foot health*  
**MAKE WALKING A PLEASURE!**  
**3.50**  
Snug-fitting back keeps them from slipping up and down! Built-in Cushion-Tred heels take the jar out of walking. Special arch support. Black kid. 5-9.



**For SCHOOL or PLAY**  
**LEATHER SOLES 1.29**  
Girls! Sturdy as they look! Soles are solid leather—that means long wear! The price is very low! Black. 8 1/2 to 2.



**FELT SLIPPERS 59c**  
Comfortable padded soles and heels. Rose or blue. In sizes 4 to 8.



**Women's SLIPPERS 98c**  
Smart black kid d'orsays. Leather soles. Cuban heels. Sizes 3 1/2 to 8.



**Men! SURPRISING 5.00**  
how many "expensive" details there are in these low-priced shoes! Pliant calf uppers. Lasting leather soles. Popular pointed toe. 6 to 11.



**A Real BARGAIN 1.98**  
The kind of "buy" that's made Wards famous for work shoe bargains! Oak leather soles—DOUBLE, not single! Leather heels. Secure sewing. Men's, 6-11.



Everyone Notices the Good-Looking Shirts He Wears!  
*He wears the newest collar styles—and gets them at Wards for only 1.49*  
What's more—Wards shirts FIT RIGHT because they're superbly tailored and handsomely styled! The tie in the picture is 89c.



Enjoy the Freedom of Knee-Lengths 59c  
They banish garter "bumps" and they wear longer and of course they are much cooler and more comfortable! Ringless, full-fashioned chiffon. Latex garter tops. New shades. 8 1/2 to 10 1/2. All grand values!




**Men's Flannel SHIRTS 79c**

Low priced—but they'll wear like expensive ones!

Our lowest price—but a typical Ward VALUE! Warm... of heavy cotton flannel that's full cut and actually triple-stitched!



**Men's Fancy SOCKS 49c**

A wide assortment of patterns and materials. Well reinforced. High spliced heel.

*From California to Maine*  
**WARDS MENS SHOPS**  
SAVE YOU **13% TO 34%**



**13% Savings!**  
**MEN'S FINE SUITS**  
Made to Sell for 22.95! **19.75**

Sports Backs are again popular for Fall! Wards is featuring them in 12 new fashion leader models, including sunburst back, gusset sleeve, and inverted pleat styles! More patterns, too—shadow stripes, Glen plaids, overchecks, nubs! We have regular business models, too, in this smart group.

**34% Savings!**  
**Men's 3.50 Hats**  
Snap brims in the new Low Crowns, Wider brims! Smart new Fall shades! **2.98**

**16% Savings!**  
**MEN'S OXFORDS 2.98**  
Up-to-the-minute style. Goodyear welt construction. Black. Grand values! Sizes 6-11.



**WARDS HEADQUARTERS FOR SPORTSMEN!**  
Patented Storm Collar on this **Hunting Coat 3.98**  
Extra heavy water repellent 3 in. x 1/2 in. rubberized inside game pockets; pivot sleeves for arm freedom; extra pockets, shell loops. Usual \$8 Value.  
HUNTING CAP . . . . . 79c



**Not Free—but SAVINGS in Cooking Costs Pay for It!**  
Lowest Price in Ward History **1.18** 12-quart  
Leak-proof with clamp seal. Approved by Good Housekeeping, recommended by the U. S. Govt. Pans, racks, lifters.



**WARDS HEADQUARTERS FOR SPORTSMEN!**  
**Smooth SPEED Action Western Field 6 shot REPEATING Shotguns 29.95**  
S-m-o-o-t-h dependable action! Fires 6 shots in 5 seconds! Convertible to 3-shot. Fastest action known in any shotgun! 30-inch blued steel barrel; polished black walnut husky stock with checkered pistol grip and slide handle; chambered for shells up to 2 3/4 inches long. Well balanced!  
**.410 Ga. Single Barrel Shotgun 5.95**  
24-in. barrel; husky stock; bolt action; perfectly balanced; shoots all .410 Ga. shells.  
Save on All Gauge Shells at Wards



**Cast Iron SKILLET 59c**  
10 1/2-in. diam. Inside highly polished and ground! Save!

**5-Cell Flashlight 88c**  
1500 ft. beam! Focusing! 2 1/2" head; nickel plated! Save at Wards!

**8c** General Electric lamp! 80 watt size!

**29c** Pull weight good broom corn! Value!

**88c** Loop end yarn Won't lint! Reversible!

**44c qt.** Usually 50¢ more! Cleans and waxes.

**HEADLIGHT BULB 15c**  
 Mazda 32-21 c.p. New pre-focussed type. Save 3/4!



**New! KNIFE-EDGE SPARK GAP! 33c EACH 4 OR MORE**



**Supreme Quality SPARK PLUG**  
Wards introduces this engineering triumph! Single electrode and knife edge spark gap give GIANT fat spark! See it on display now!

**Sale! 100% Pure Pennsylvania Oil 17c**  
qt. bulk Plus Fed. Tax 30-35¢ value! 5-Qt. can. 1.05, 2-Gal. can. 1.99. Save!



**TOP PATCH KIT 29c**  
125 sq. ins. of fabric! Cement, buffer, spreader. Repair top easily!



**TUBE PATCH KIT 29c**  
72 sq. in. material! 2 tubes cement, nuffer, patcher.



**Wards Saves You Up to 40% on ROLL ROOFING**  
• Smooth Surface • Finest Construction  
Roofing prices are less at Wards! Grade for grade, we believe you'll find no finer roofing anywhere! See this smooth surface asphalt roofing. Compare with nationally advertised grades costing up to 40% more. Covers 100 sq. ft. 35 lb. roll.  
**1.29 ROLL**  
Finest 90 lb. Slate Roofing We Know of! Wards Price, roll . . . . . 2.65

*Let your Old Tires buy thousands of Safe, Comfortable Miles for You!*  
Wards Liberal Trade-in Allowance Makes Your Old Tires Worth Much, Much More  
**"First Quality" RIVERSIDES**  
Here are tires so superbly good that they easily give up to 28% more mileage than other first quality tires! Records of 40, 50, and 60 thousand miles on Riversides are common in the unsolicited testimonials customers send us. Come in and see a cross-section of this tire whose tread has no superior in strength and safety anywhere—whose carcass has endurance features and quality found in no other first quality tires! Trade-in your old tires at Wards now, where they buy extra value!  
**A WRITTEN GUARANTEE—With Every Riverside**  
Against everything that can happen to a tire in service!  
• Cuts • Faulty Brakes  
• Bruises • Under Inflation  
• Blowouts • Wheels out of line  
WITHOUT LIMIT OF YEARS, MONTHS OR MILES! You are protected against EVERYTHING! Adjustments made at any of Wards hundreds of Retail Stores or nine mail order houses!  
Monthly Payments May Be Arranged  
**TIRES MOUNTED FREE**



# MONTGOMERY WARD

117 SOUTH CENTRAL

TELEPHONE 286