

Here's news!

WARDS—THE WORLD'S GREATEST HOME FURNISHING RETAILERS—ARE OUT TO BREAK ALL RECORDS FOR SALES BY OFFERING \$14,000,000 WORTH OF HOME FURNISHINGS

at Savings up to 1/2!

Sensational Values! Prices Slashed to Rock-Bottom! Prices May Not Be Duplicated for Years to Come! We Invite Comparison! Compare These Tremendous Bargains Anywhere! Shop Any place! Wards Actually Save You up to ONE-HALF!

CHALLENGE SALE DAYS

Hurry! Be at Wards at Store-Opening Tomorrow! Don't Fail to see these Tremendous Bargains! Quantities Are Limited—so Be Among the First to Come! No More Such Sensational Values at These Prices When the Present Stocks are Sold!

FINEST MATTRESSES *in America* UNDER \$15!

INNSPRING Comfort at Cotton Mattress Prices!

PRICES SLASHED! SAVE ON THESE GREAT VALUES!

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|--|--|---|---|
| Men's Wool SLACKS Challenge Sale Days 1.98 Val. to \$4.00. Pleated front. Ass. colors. | Boys' Wash SUITS Challenge Sale Days 1.00 \$1.50 val. sizes 2-10. | Men's All Wool SUITS Challenge Sale Days 14.95 Reg. \$17.95. Sport and conservative styles. | Cannon Bath TOWELS Challenge Sale Days 34c Reg. 50c value. Large, absorbent. |
| Men's Polo SHIRTS Challenge Sale Days 44c Our low price cut even lower. | Men's Dress SHIRTS Challenge Sale Days 1.00 Freshrank. Soft with-proof collar. | Men's Wash TIES Challenge Sale Days 10c Reg. 25c val. Attractive colors. | Women's PURSES Challenge Sale Days 59c Val. to \$1.98. White. Zipper and lock styles. |
| Men's Straw HATS Challenge Sale Days 89c Values up to \$1.98. | Plain Rayon Linen Challenge Sale Days 25c yd. Reg. 45c val. Attractive colors. | Rayon Taffeta SLIPS Challenge Sale Days 79c Reg. \$1.15 val. Full tailored. | Women's HANKIES 3 for 10c Reg. 3c. Ass. colors, prints. |
| Men's Swim TRUNKS Challenge Sale Days 79c Reg. \$1.10. Ass. colors. | HOLLYWOOD SHEERS Final Clearance Values up to 10c yd. | | Rayon PANTIES Challenge Sale Days 29c Reg. 50c. Mesh. Jockey shorts styles. |
| Women's SHOES Challenge Sale Days 1.79 Val. to 3.98. Oxfords, sandals, cut outs. | Women's SANDALS Challenge Sale Days 1.00 Formerly sold for 2.98. | Women's COATS Challenge Sale Days 2.50 Final clearance. Reg. \$5 val. | Summer COATS Val. to 3.50 9.98. Broken sizes. Also suits. White, plain, fitted. |
| Women's PLAYSUITS Challenge Sale Days 98c Reg. 35c. Wide ass. colors and patterns. | Printed Rayon LINEN Challenge Sale Days 36c yd. Reg. 50c. Wide ass. colors and patterns. | Knee-Free HOSE Challenge Sale Days 44c Reg. 50c. Cotton, summer shades. | Women's Coats and SUITS Val. to 5.50 14.98. Limited quantity. Some to wear into Fall. |
| Women's APRONS Challenge Sale Days 25c Fruit of the Loom. Reg. 35c. | Curtain MATERIAL Challenge Sale Days 19c yd. Figured greenadine. 25c to 35c value. | Tiny Tots DRESSES Challenge Sale Days 25c Val. to 30c. Sizes 1 to 6 1/2. | 20% Wool BLANKETS Challenge Sale Days 4.48 Reg. 4.98. 72x84. Rayon binding. |
| Women's HATS As Low as 19c All summer hats reduced for final clearance. | Gowns and PAJAMAS Challenge Sale Days 79c Flowered batiste. Reg. \$1.70 val. | Girls' Sheer DRESSES Challenge Sale Days 49c Reg. \$1 val. Sizes 7 to 16. | Novelty JACQUARDS Challenge Sale Days 1.54 10x20. Reg. 1.98 value. |

While quantities last out they go at this ridiculously LOW price! One of the greatest values ever offered—even a nationally famous mattress at \$14.95 has LESS comfort features than this Challenge Value! Examine these outstanding features: • 182 finest inner-coils • thick quilted sisal insulator pads • hundreds of layers of ultra-violet ray treated cotton upholstery!

Save \$3 at Ward's Challenge Sale! Platform Spring **10⁴⁴**

Price cut from \$12.95 for Wards Challenge Days only! 90 restful, cushiony wire coils! Increases comfort and life of innerspring mattresses!

11⁸⁸

\$2 DOWN, \$2 Month, Carrying Charge

Standout Value! You Save \$6!
MATCHED BED OUTFIT
BED, SPRING, MATTRESS—a bed all ready to sleep on at \$6 LOWER than what you'd pay at ordinary prices! Every item is outstanding quality! Buy for the children's room or for the guest room—but buy during Wards Challenge Days! 2 to a customer!

20⁷⁵
\$2.50 DOWN, \$3 Month, Carrying Charge

PRICE SLASHED! The Price Ticket Should Read \$90
Tapestry 2Pcs.!
64⁸⁸
Only \$6 DOWN, \$7 MONTHLY Plus Carrying Charge

Only Wards tremendous purchases can give you such extraordinary living room value! Every latest comfort feature! Extra large davenport! Expensive carvings! Compare it with any \$90 suite! You'll not find its equal anywhere!

Remember You Can Buy Any of These Sensational Sale Values On Wards Convenient Monthly Payment Plan.

don't miss these!

Small Spaces—but big values! Read Every Item! All Sensational Values!

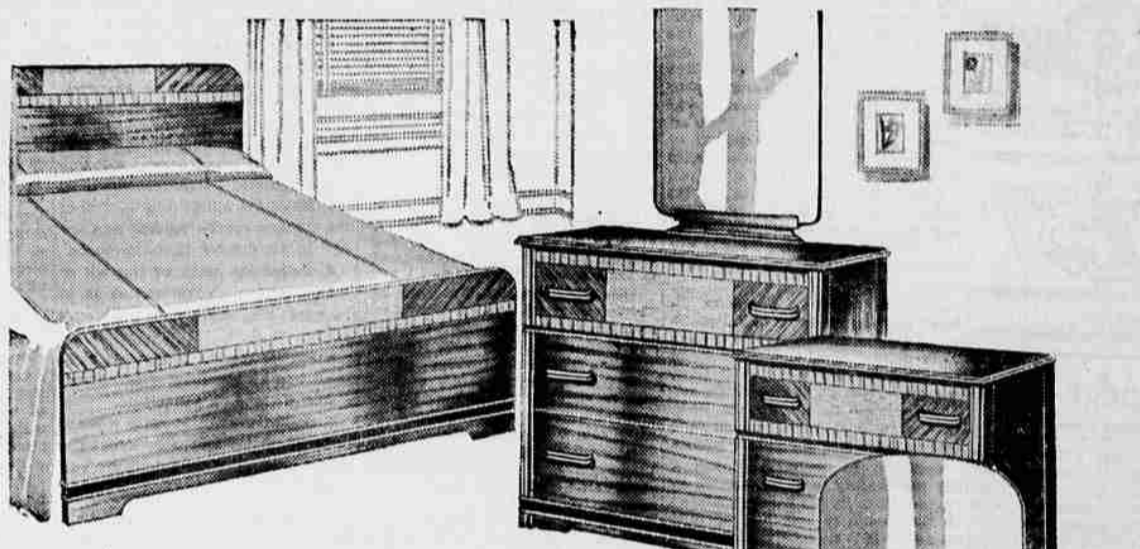
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| Cotton ORIENTALS 1.49 Approximately 25 1/2 x 40" in gorgeous color. | 9 x 12 Heavy WARDOLEUM MATTRESS \$50 39.88 Quality cut; oak grain—extra long-wearing! | Super-Service YARD GOODS Sq. Yd. 48c Prices cut! Heavy quality—newest patterns! |
| Wardoleum RUG BORDER 36 in. wide 14c ft. Irresistibly cut; oak grain—extra long-wearing! | Cotton Linter MATTRESS Usual \$9 Value! 7.45 Filled with soft, fluty cotton linter! Heavy ticking! | 100% Chicken Feather Pillows 98c ea. Finest, fluffiest made! Big 21 x 27 size—featherproof! |
| Occasional TABLE 8.44 Expensive features! Fancy matched veneered top! | Unpainted CHAIR \$5.19 89c Quality! A buying triumph! Solid hardwood—all ready to paint! | Veneered TABLES Worth \$5.00! 3.48 Choose from several styles! Rich matched veneered tops! |
| Occasional CHAIRS Your Choice 6.44 Rarely sold under \$10! Large carved styles! Rich covers! | Lounge CHAIR \$8 19.95 Comfort worth twice Wards price! | |

1/2 Price Specials

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|--|---|---|
| Coffee TABLES Reg. \$3.19 2.74 Glass top, Walnut finish! | Table LAMPS Reg. \$2.98 2.49 Glazed pottery base \$2.98; Lamps, \$1.98! | Baby BUGGY Reg. \$21.95 12.49 Green wicker! |
| Magazine END TABLE Reg. \$2.98 2.97 Fancy carved walnut. Rich finish! | Dressing TABLES Reg. \$2.98 1.99 Unfinished, one drawer, kidney shape! | Metal SMOKER Reg. \$1.25 65c Chrome finish. Attractive! |
| Metal Outdoor CHAIRS Reg. \$12.95 6.47 Spring steel. Lovers upholstered cushion! | Round MIRROR Reg. \$4.49 2.24 Bevel edge. | I. E. S. Bridge LAMPS Reg. \$6.95 3.49 Parchment shade. Bronze stand! |
| Bed LAMPS Reg. \$9c 45c Parchment shades in attractive designs. | HASSOCKS Reg. \$2.19 1.10 Assorted colors! | Card TABLE Reg. \$1.39 69c Folding legs. Card-board top! |

ONLY \$4 DOWN buys all these

\$80 Quality features!



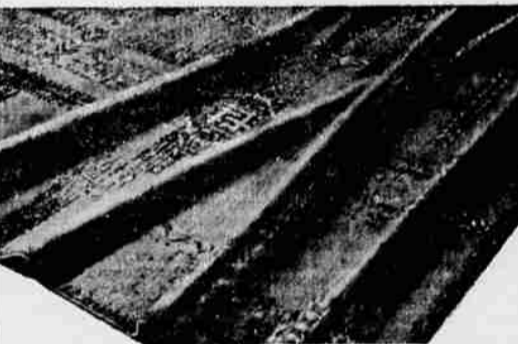
Save \$20 on One of the Greatest Values We've Ever Offered!

3-Pc. BEDROOM

44⁸⁸

\$4 DOWN \$6 MONTHLY Plus Carrying Charge

Bed, Chest and Vanity or Dresser Bench to Match, \$3.49



\$39.95 QUALITY "DURASTAN" Famous 9 x 12 Axminsters!
29⁸⁸

Wards scooped the country—that's why you save up to \$12 on the famous Durastan! After this sale even Wards will have to charge dollars MORE—so hurry, BUY for as little as \$3 down—choose from rich oriental, hooked and modern patterns!
\$3 DOWN, \$5 Monthly, Plus Carrying Charge

A Sensational "Hit" of Wards Challenge Days—Cover your Floors at the LOWEST Price in TOWN!
WARDOLEUM
IT'LL BE A *Sell-out* AT THIS PRICE!
38c ^{5c}/_{yd.}

Be here at store opening for this value—with prices rising it may be months, even years before we can offer famous Wardoleum in 6 and 9 foot widths again anywhere near this LOW Challenge Days price! Hurry to Wards—choose from the widest selections of new patterns in Town!

9x12 Wardoleum Rugs
Same quality as famous \$6.95 to \$7.95 makes! Beautiful patterns!
4⁸⁸

MONTGOMERY WARD

117 SOUTH CENTRAL

TELEPHONE 286