

# WARDS—THE FABRIC CENTRE!

Wards are ready with everything that's new in Fall Fabrics! New textures! New deep colors! Selected by Wards New York Fashion Bureau. Checked for washability and service! Priced for economy!

## Printed Cotton Flannelette

Ward Value **19c** yd.

Four patterns especially for children. Soft fleece face, full yard wide, firm medium weight. Winter gowns and pajamas can be as pretty as your summer ones if you make them of this printed flannelette.

Cotton Outing Flannel **12½c** yd.  
Plaids, checks, stripes; dark and light.

Velveteen **25c** yd.  
Heavy weight flannel. Ass't colors. In lg. and sm. checks.

## NEW! Pinnacles! Finest 80 sq. percales!

Fall Prints. Known Values at

**19c** yd.

The same fine, close weave percale despite rising cotton prices! Sparkling new international, peasant, floral, figure prints. Dark wine, blue, green, brown. Tubfast. 36".

Cotton Suiting **25c** yd.  
Solid colors. Washable. 36".

New Tweedloom Crepe **25c** yd.  
Tub prints. Dark colors. 36".

## SALE! Glenspun! Plaids!

New for Fall suits or dresses.

**35c** yd.

Save thru Saturday! Cotton with wool texture! That's Glenspun! Copied from fine imported Scotch plaids—the newest Fall fashion trend. Tubfast. Fall colors. 36".

Long Wear Sheets **1.00** ea.  
Laundry tested 234 times. 81x90 in.

27" White Flannel **11c** yd.  
Fleeced both sides. Serviceable.

Have a Better Figure This Fall  
at Greater Savings!

## Girdles 79c

Two-way stretch Lastex roll-on with boned abdominal control. Moulds hips comfortably. Sizes: Small, Medium, Large.

Get the proper support  
in Wards Exclusive

## "Diab" 2.98

No inner belt needed with this corselet! Controls and reduces diaphragm and abdomen. Uplift bust section. 34-48.

**39c**

## Brassieres 39c

Wide or narrow uplift bandeaux or bras.

## \*Satin Lastex CORSELET 2.98

Belted Corset . . . 3.98

## \*Rayon Lastex Girdle or Corset 1.98

Give firm but comfortable support. Satin Hookside Girdle . . . 1.98

## Wards Ringless Hose in "Ambertan"

Reflecting the lovely  
Color of Fall

**85c**

To add spice to your new costumes! Flattering chiffon hose, famous for wear! Ringless "Knee Free" or long-wearing service-weight, too. Many other new fall shades, all low-priced. Full fashioned. "Crepe" Chiffon Hose . . . 85c

## 5-Star Features For Foot Happiness

- \* Cushion Tread Insoles
- \* Light Steel Arches
- \* Narrow Heel Lasts
- \* Ample Toe Room
- \* Fine Grained Kid

## Wards Foothealths

**3.98**

Every special feature of these famous Foothealths has been carefully planned to assure perfect foot comfort . . . plus unusual smartness of style. Black Kid. 4 to 9; AA to EEE.

## Special Purchase! Wool Jersey Dresses 3.98

New styles! Look like \$5.98

A value event that urges quick action! Soft lines to bring out the best in you! "Day-long" dresses with chic details. Sizes from 12 to 20.

## FELTS

For a "Smart Head  
on Your Shoulders"

Ward Priced **1.98**

Brims that sweep low, or swing up from your brow! Swagers, madcaps, or the new high crowns.

## To Wear Right Now! Daytime Dresses 1.98

in new Fall colors

Wide flares, becoming to all! New styles in printed tubfast materials from 14 to 44.

## Hurry to Save in Wards COAT Sale!

Luxuriously Furred  
Dress—or Self-  
Trimmed Sports

## Coats

Sensationally Priced!

**14.98**

The tailoring and furs make them thrilling buys—the fabrics, individual! Nubbed wools! Boucles! Novelty wool!

**1 down**  
And Regular Monthly  
Payments hold your  
coat until October 20th.

Look! The Features of \$1.98

## Handbags

Ward Priced **\$1**

Calf-finish, simulated leather bags in new styles! Many with top-handles or slide fasteners. New fall colors. All nicely fitted.