

- Sensational Values
- Prices Greatly Reduced
- New Merchandise

TO USHER IN THE FALL SEASON

don't miss these!

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

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

WARD'S *Full Opening* SALE

FEATURING 64 SPECIALLY SELECTED ITEMS BUY FURNITURE NOW!

PRICED REDICULOUSLY LOW FOR FRIDAY AND SATURDAY ONLY

HURRY! Be at Wards at store opening TOMORROW! Don't fail to take advantage of these exceptional values, by outfitting the whole family for Fall. Quantities are limited—so be sure to come early!

FALL PLAIDS Fall Opening Special yard 10c Reg. 25c yd. Assorted colors.	Remnants 1/2 Price Specially Priced	Flat PANELS Fall Opening Special pair 34c Reg. 79c. Asst. flat knit.	Rayon SLIPS Fall Opening Special 48c Reg. 79c. Biascut. Tailored or Lacy.	Children's SWEATERS Fall Opening Special 74c Reg. 98c Slipover Style
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Outing FLANNEL Fall Opening Special yard 9c Reg. 11c yard. 27 in. Plain colors.	Camp BLANKET Fall Opening Special 1.19 Reg. 1.49. Part wool.	Curtain MATERIAL Fall Opening Special yard 23c Reg. 29c Grenadine	Knee Free HOSE Fall Opening Special 42c Reg. 55c. Chiffon or service weight.	Tuckstitch PAJAMAS Fall Opening Special 77c Children's Reg. \$1.00 Attractive Styles
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CANNON Bath Towels

Fall Opening Special **4 for \$1**

Large absorbent bath towels by Cannon. Reg. 39c value. Be sure to stock up on this Fall opening special!

Children's SLEEPERS

Fall Opening Special **47c**
Reg. 59c. Sizes 1-6. Warm, comfy.

Linen Handkerchiefs

3 for 25c
Reg. 15c each. Assorted.

Knit Panels

Fall Opening Special **2 for \$1**

Formerly sold for \$1 pair. Be sure to take advantage of this sensational offer.

Men's Dress SOCKS Fall Opening Special 18c Reg. 25c Fancy rayon. Attractive colors.	Men's WORK SOCKS Fall Opening Special 21c Reg. 25c—1-3 wool	Men's Dress SHIRTS Fall Opening Special 1.27 Reg. 1.59. Wiltproof Collars.	Men's Work SHIRTS Fall Opening Special 47c Regular 69c Homesteader quality.	Men's Work PANTS Fall Opening Special 98c Regular \$1.19 Blackjeans.
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Men's Dress SOCKS 4 pair \$1 Reg. 39c pair. Real saving.	Boys' SOCKS 2 pair 25c Reg. 15c rayon. Attractive colors.	Men's SWEATERS Fall Opening Special 2.29 Reg. 2.98. Assorted styles and colors.	Men's Work GLOVES Fall Opening Special 47c Reg. 69c. Sturdy, long wearing.	Children's Dresses Final Clearance 19c Reg. 59c. Sheers, Dimity. Sizes 2-6 1/2.
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Sale! Work Shoes

Champions for Wear! Regularly \$3.49!

288

- Sturdy Black Elk Uppers
- Oak-Tanned Leather Soles

SAVE WITH WARDS! Despite this year's increase in cost, early buying makes it possible to cut Wards already low price for this sale! Sizes 6 to 11.

Solid Leather! Work Shoes

177

Reg. 1.98 Double oak sole! Storm-proof welt! Sizes from 8 to 11.

MEN'S Dress Trousers

Fall Opening Special **2 98**

Reg. 3.98 All Wool Dress Trousers. Sport and conservative styles. Assorted colors.

All Wool Meltons

269

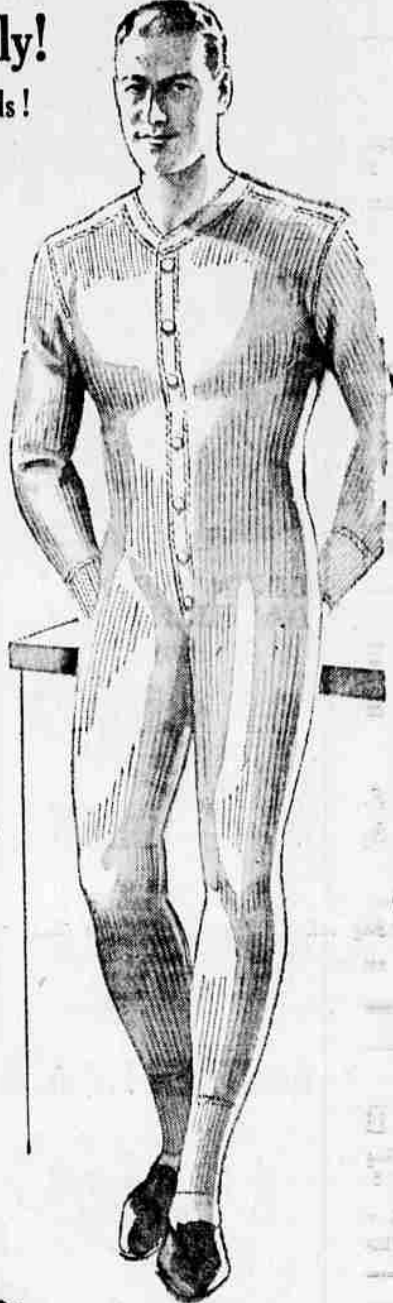
Reg. 3.19

COMFORT, WEAR AND STYLE! Heavy 33 oz. water repellent Melton, slide fastener front.

Underwear for the Family!
Made Right and Priced Right at Wards!
Men's Rib Knit Cotton Unionsuits

Wards Regular Low Price, 79c

64c



- Close-knit yarns for longer wear
- Full sizes—no skimping! Full seat
- Non-sagging military shoulders
- Medium heavy weight for comfort
- Close-knit cuffs—hold their shape

Wards Regular Low Price, 79c

Men's 10% Wool Unionsuits 1.19

Rayon Stripe Cotton!

Women's Comfysnugs Vest or Panties **25c**

Full-sized—no skimping; and firmly knit for longer wear. Fit smoothly under your clothes. Latex waist, saddle crotch.

Children's Tuck Stitch Vests or Panties

Reg. 25c **17c**

Boys' Rib Knit Unionsuits

Reg. 59c **47c**

Good quality cotton yarns, closely knit.

Lustrous SATIN

In Popular 4 Gore Cut

Slim-fitting slips of pure dye, pure silk satin! Tailored or lace trim styles! Rip-proof seams. Sizes 34-44.

Reg. 1.98 **1 22**

DURASTAN RUGS

Reg. 39.95 **29.88** 9x12

Wards famous seamless Durastan. Woven in China! Textures reminiscent by one of America's greatest rug mills! Spring imported wool pile!

Wardoleum Rugs

Reg. 5.95 **4.89**

Waterproof, stainproof Wardoleum Yd. Goods. Reg. 24c Rn. Ft. 25c

Lamp SHADES Regular 39c 27c Assorted styles and colors.	Closet OUTFIT Regular 18.45 15.88 White porcelain. A real saving.	Floor and Trim VARNISH Reg. 2.29 Gal. 1.98 Overall quality. Buy and save now.	22 Caliber RIFLE Regular 9.95 7.88 Western Field. Hunting season is near.	Sweat SHIRT Regular 89c 77c Silver gray, assorted sizes.
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72x80-inch Double Blankets

Fall Opening Special **1 10**

Reg. sells for 1.39. Long, staple China cotton. Plaids in assorted colors.

46 inch Oilcloth

Fall Opening Special yard **20c**

Reg. 26c yard. Popular colors. Smooth, satiny finish. An outstanding value.

Commander BATTERY Regular 3.95, Exho 3.45 1 year guarantee. A fine Fall saving.	Children's STOCKINGS 2 pr. 25c We have a new supply of these.	Boys' OXFORD Regular 1.98 1.77 Just right for school wear.	Tots' DRESSES Regular 1.00 77c One of our nicest dresses for small girls. 1 to 6 1/2.	Boys' SHIRTS Regular 59c 44c New colors and patterns that will please every boy.
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The Turn of a Valve Ends Drudgery with Wards New **Oil Circulator**

Reg. 59.95, plus carrying charge **57.95** size 3 to 5 room

Wards new oil circulating heater floods your home with heat on zero days, or provides just a chill-chasing flame—at the turn of a valve! New powerful tri-flame hot type burner gives maximum heat and economy. Extra low pilot flame saves up to 35¢ plus of fuel per night! Double-quick circulation from exclusive heat accelerator. Constant level valve prevents flooding, keeps even heat! Compare heaters at \$15 to \$30 more!

- Modern attractive cabinet
- Radiates and circulates heat
- Smokeless, odorless, noiseless
- Moist, clean, healthful heat
- Two-tone brown ripple finish



A Famous Maker's Finest!

YOU SAVE \$15!

Wards and a Famous Maker Give You Leadership Value Unequaled Anywhere at Less than 79.00!

Tapestry—2 Pcs.

5488

Buy This Suite for Only \$4 Down on Wards Monthly Payment Plan!

87 Monthly, Plus a Small Carrying Charge

Check Every One of These Features—Prove Wards Leadership to Yourself!

- ✓ Pictured Modern Tapestry.
- ✓ Big Davenport seat is extra spacious—a full 63 in. between the arms.
- ✓ New, extra comfortable roll-front cushion.
- ✓ Extra big, luxuriously comfortable back.

A famous maker made this suite—Wards priced it LOW! Relax in the deep expansive seat. See the refined modern lines. Only fine factories could build such fine furniture—only Wards Leadership could price it so low!

Other Sensational Fall Values:

- 100% Mohair, \$20 Below Today's Market, 2 pieces 89.88
- Velvet Upholstered 2-piece Living Room 89.88

Leadership in Value!

Only Wards and a World Famous Maker could bring you such amazing quality at this price! MORE Comfort Features than a Nationally Advertised \$14.75 Mattress, Save — \$3 Besides!

182 Coil Innerspring

1188

All the restful comfort of an innerspring mattress at ordinary cotton mattress prices! The maker's name is a household word wherever fine bedding is used... We can't use his name because Wards Fall Opening sale price is so far below usual nationally advertised values! Read the comfort features... rush to Wards now... buy innerspring comfort for only \$5.10! All standard sizes.

Reg. 16.98 Bed Spring Mattress. **1788** All outstanding values.

Reg. 12.98 Platform Springs —40 of them—made of finest quality Premier wired 24..... **1088**

88 DOWN, 88 Monthly, Plus Carrying Charge

3-piece Bed Outfit

MONTGOMERY WARD

117 SOUTH CENTRAL TELEPHONE 286