



★ BECAUSE WARDS CLOTHES WEAR BETTER, LOOK BETTER, AND COST LESS!.....

WE'RE JUST AS PARTICULAR ABOUT THEIR SCHOOL SHOES AS YOU ARE!

That's why we can say with confidence that the leathers and craftsmanship (sometimes we even design our own lasts) are the finest you can find for the money anywhere in the country!

Children's Oxford, black, for school and dress. **1.00**

Girls' Saddle Oxford, brown and white, red rubber sole. **1.98**

Boys' Wing Tip Oxford, heavy rubber and cork sole. **2.29**

FOR ALL MOTHERS OF THE KNOT-HOLE GANG!

BOYS' 2 PC. SUITS THAT WEAR

Real Values at **5.98**

Single or Double Breasted Coats Earlgay-Rayon Lined

The finest port-wool fabric we've ever been able to offer at this price! Double-breasted sport jackets tailored like dad's best! Fit well! Wear well! 4-10.

I'm going Back to School in a DREDNAUT SUIT

\$11.50 Values Mothers Say! **8.95**

We won't promise him a perfect report card. But we can guarantee that a Drednaut suit will make your boy the smartest-looking fellow in class! The coat has a shaped waist—it fits better, nips in his mid-section and makes him look taller, broader-shouldered. The longies are roomy and comfortable. The patterns are new and lively. 10 to 18.

I'm off to School in a Brand New WARD DRESS

Wards Famous Low Price **59c**

What puts one dress at the head of the class quicker than another? Style's the answer! Styles like these! Perky sailor dresses! Double breasted military styles! Skirts that whisk out cutely, pleated from the yoke, or with the new unpressed pleats. She can have plaids, stripes, or pretty colors. All tubfast 80 square percales. Sizes 1-6; 7-14.

LOLLIPOP COLORS

IN SWEATERS YOUNG AS A SCHOOLGIRL **98c**

Crushed cherry, bayleaf green... and seven more, besides! Colors bright and lasting as an all-day sucker, in all-wool alpaca or cardigans. They're spanking-new from neckline to waistline!

Suit Yourself

CHOOSE A NEW LONGER-LENGTH BOXY JACKET... 2.98

Last year's won't do! These are longer-length, more casual-boxy, with huge pockets. In wool-and-rayon stripes, plaids.

AND HAVE YOUR SKIRT PLEATED, TUCKED, GORED 1.98

The new straight-line silhouette—distinctly Fall, 1940! Tucks, pleats and gores in all wool or wool-and-rayon. New colors!

Work Shirts for Boys

Sanforized—99% Shrink-proof **49c**

Made exactly like the Homesteaders Dad likes so well! Sturdiest cotton cover, lifetime-stitched—with triple-stitch main seams, dress-type collar. Full sizes.

Boys' New Fall Shirts

Amazing at only **69c**

Better values than ever before! Colorfast, of course! Every pattern is smart, new, fresh from the maker. Well-tailored. Roomy sizes. A wonderful value at 69c!

There's Extra Wear in These Knit Shirts for Boys

Long Sleeve Model—B-16 **59c**

Big bright stripes on long-wearing knit cotton. Colorfast, of course—and they're easy as pie to launder. No ironing is necessary.

\$10 Doesn't Buy Smarter Style! Sports Jackets 6.98

Color-rich, "he-man" tweeds in a smart three-button model. Set 'em off with plain slacks and you've got a swell summer outfit! Tailor-detailed slacks... **2.98**

"Head of the Class" Styles! Girls' Dresses 98c

Outstanding values at **98c**

Made to pass the girls' own critical inspections! Sailor, princess, and pleated styles. Rayons. Tubfast cottons. Wonderful plaids and prints. 1-6; 7-14.

Tops in Warmth and Comfort! Girls' Sweaters 98c

Worth More! **98c**

The knits, and necklines, and styles the L.I.K.E.S. Fine quality all wool rayons with fancy knit-in designs, and rib-knit cuffs and bottoms that FIT. Sizes from 6-14.

Fill your top drawer with Lively New Anklets 15c

Finest assortment ever at this price!

From brick solid color rayons to striking 4-color "blazers," these are the grandest, gayest anklets we've ever seen at the price! All with stay-up tops. 6 1/2 to 10 1/2.

Buy these for daylong wear! 4-thread Silk Hose 25c

Unheard-of value at...

If you're hard on stockings, buy these! They're sheer, lovely, daintily seamed—with mercerized cotton heels and toes, double soles for wear. (Perfect for school-girls!)

Nothing Wears Like "101"! Boys' Band Overalls 59c

Copper Riveted

Wards famous "101's" are made of long-wearing denim. They're Sanforized—99% shrinkproof! And every seam is lifetime-stitched! Full, non-binding sizes 6-18.

Selling Elsewhere for \$1 Boys' New Pajamas 79c

At Wards you pay only **79c**

Pick out a downy-soft, warm cotton flannellette... or a smooth, high-count broadcloth. Both are cut generously full and tailored carefully. New patterns.

Husky for Longer Wear! Husky Jeans 79c

For Boys 6 to 16

Made in the West—of the toughest denim we know of. Sanforized, shrunk—they can't shrink more than 1%. Every strain point is bar-tacked, every size cut full.

WARDS GREAT LAY-AWAY BLANKET SALE! Saturday Last Day!

Reversible All Wool 9.79

Big 72x90 Size Weighs 4 1/2 full pounds

Replaced, if Moth-Damaged in 5 Years!

Here's beauty and comfort for a lifetime! Brushed nap, shaggy and deep as fur! Double woven in a rose pattern jacquard. Bound in 6-inch celanese rayon satin.

One side, a beautiful color; other side, Luxurious Cream White

50% DOWN Holds Your Blanket Until Nov. 1

Wards Famous Fleecydown Cotton Blankets 5.41

Plaid singles

Want a real thrift blanket? Try these strong cotton! 70x80. No trouble to wash! Stitched ends!

Here's Blanket VALUE! 5% Wool Pairs 1.38

4 Bright Plaids

Nothing like PAIRS for warmth and all-round service! 5 1/2 wool, balance cotton. 70"x80" - 3 lbs.

To double a wardrobe! Girls' Skirts 98c

Full cut! Well-tailored!

Get her BOTH a pleated and swing style at this value-price! Suspender or band-tops with exciting "extras" like novelty leather belts. All warm flannel (75% wool).

For prettier dresses! Girls' Spun Rayons 1.98

Sizes 7-14 Values at

New plaid, stripe and printed styles that have all the tricks that make these dresses so exciting, so attractive! Princess, military, lumberjack styles. Swish-outskirts!

2 for \$1 SALE of White Shoes

3 Days Only! 2 Pairs \$1

Sensational value! Our entire stock of women's white style shoes—originally priced from 1.98 to 3.98—now priced sensationally low for THREE DAYS ONLY! Broken sizes.

At the Head of the Class! Boys' Shirts 49c

Better Values Than Ever Before!

Fresh from the maker! A raft of good-looking new patterns. Colorfast. Big roomy sizes.

Best Overall Buy in Town! Jr. Homesteader 55c

For Boys 4 to 16

Made just like Dad's! Two-fisted denim—99% shrinkproof. Triple-stitch main seams.

Oh Boy! It Zips All the Way! Boys' School Sweater 1.98

New Coat Model

Rib-knit yarns—that's for wear! "Tweedy" panel in front—that's for looks! Snug fitting cuffs and bottom—that's to fight off chills! Pull zipper front.

Wing Tip Like Dad's! Boy's Oxford 2.29

A Best Seller

The heavy red rubber and cork soles he likes. Rich, neutral brown, good for dress, too.

American Boy's Classic Dress Oxford 2.69

Wards Low Price

The wing tip style that goes with everything. Black only. Solidly built for WEAR! 2 1/2-6.

For Man and Boy! Wards Skips 59c

Black or Brown

Give extra wear for school, gym, basketball! Non-slip rubber soles, reinforced toe cap.

Pretty after washing, too! Girls' Fine Slips 49c

Real values 10 to 16

Fussy about the cut and fit of her slips? These better rayon talcettes are blue cut, have adjustable shoulder straps, and are either embroidered or lace-trimmed!

Mother—Why Pay More? Girls' "Shorties" 25c

Bloomers for 4 to 16-year-olds

Sturdy cotton. Reinforced. Cut so they won't pop out of the shortest dress she wears.

Smart—and fine values! Little Boys' Knit Shirts 59c

Why pay more?

Shirts like sweaters! In blazer striped cottons to make him feel like a sailor! Washable! 2-10.

For School and Play! Girl's Skips 79c

Wards Low Price

New peaked top designed to fit the ankle and give more support! Reinforced toe cap.

For School or Dress! Child's Oxford \$1

A Real Buy At

Smart alligator calf saddle, and perforated vamp. Durable composition soles, rubber heels.

The Dutchie They Love! Child's Oxford 1.49

Low Priced!

New, novelty tie in grown-up antique finish. Smart performance, leather soles. Save!

NINTH STREET, Corner Pine

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