

"No One Has Ever Offered For \$1 A Hat Value Equal to This!"

-E. R. Larigan

\$1



"A Millinery offer you can't equal anywhere! Values sold elsewhere for \$1.49 to \$1.95! Fine quality Felts after the latest Paris Styles! Newest Fall shapes, and trimmings."

"Our \$1.49 Black Nightanday One Straps a Knockout at \$1 Pair!"

-R. R. Mooramar

\$1



"Made to same rigid specifications as our regular \$1.49 'Nightanday' shoe! Never wore so quality at \$1! Cushion insole leather sole, rubber top lift!"

"Huck Towels Like These Are Never Sold At Only \$1 Dozen!"

-C. R. Freeman

\$1



"A Read 15c value! The manufacturer actually sold them to us at a loss, in appreciation of the big towel business we've given them. Huck Towel, 18x34 in., fast color borders."

"Value! 81 x 90 'Longwear' Sheet and Two Cases to Match!"

-Leonard E. Mack

\$1



"Cotton at its lowest... a mill about to close the slack season - here you have the story of this amazing offer! Our best selling Longwear Sheet and two 42x36 in. Cases."

"You'd Pay 1/2 More to Equal Men's Pajamas of This Kind!"

-J. J. Simandl

\$1



"Handsome patterns and plain colors for both conservative men and up-to-date young men - every pajama in the \$1.50 class."

"You'd Guess This 4-Pc. Pantry Set to Be \$1.75 or Even More!"

-T. E. Maley

\$1



"A finer set than we've seen at any price! Ventilated Bread Box! 3 glass knobs for Coffee, Sugar and tea; all a light stipple green with a quaint lithographed gargoyle."

"Think Of It!! A High Quality Electric Waffle Iron for \$1.00"

-T. E. Maley

\$1



"Same quality as irons to \$6.00! Makes 6-inch waffle instead of 7-inch. Element guaranteed 5 years. Nickel plated."

"Oh, Boy! See This Coat Made of Leathertex at Only \$1.00"

-L. J. Stretz

\$1



"Boys' single breasted coat of black leathertex that won't scuff or peel and keeps out wind and snow. Convertible collar. Sizes 4 to 10 years."

# BUYER'S Value DEMONSTRATION

Coast to Coast Demonstration of Value Giving, Personally Sponsored by Ward's Great Buying Organization!



STARTS SATURDAY! Way back last February, we called our buying staff together and said—"Next September we are going to let you put on a sale, so that you can show the people of America what amazing values Ward's Buying Power offers!" And, we told them each item must be priced at \$1! Our buyers combed the country to prove their ability in obtaining exceptional bargains! Here's the result—the MOST AMAZING COLLECTION OF VALUES EVER OFFERED IN THE HISTORY OF MERCHANDISING!

"This Football Would Be a Big Bargain at \$1.98!"

-Arthur Laner

\$1



"We shopped all the big makers! Make a \$1.98 grain leather football to sell for \$1! Impossible!" they told us. Then we found the right man. Ball is full lined and leather laced!"

"Shout This Work Pants Bargain From the Housetops!"

-F. D. Leeds

\$1



"Try to match them under \$1.49 or \$1.69. Neat dark patterns including gray and blues. Cut full and roomy like \$2.00 pants. Sizes 30 to 44 waist."

Unfinished Chair! Compare It with Any \$1.49 Chair in Any Store! Only \$1

-F. D. Leeds

\$1



Paint it your self and save! Of smooth finish, hardwood sturdy."

Men's Fall Ties Try to Equal These Values Elsewhere at This Low Price!

-F. D. Leeds

49c



Newest fabrics! Newest colors! Smart stripes and plain colors."

Elec. Iron & Cord Last Year You Would Have Paid \$5.50 for Same Iron \$1

-F. D. Leeds

\$1



Chromium plated. Guaranteed. Full 6 lb. size. Like giving it away!"

Unlined Knickers Sturdy Full-Cut Knickers Made Specially for School \$1

-F. D. Leeds

49c



A and priced specially for thrifty mothers! Heavy pocket lining."

"These Pillows Worth \$1.50 of Anybody's Money!"

-H. E. Lohrer

\$1



"Same quality imported linen-finish ticking as used on our most expensive Pillow! Manufactured with overstock, priced it LOW. 20 x 27 in. duck and curled hen feathers!"

"These 3 Cast Iron Skillets Sell Elsewhere For \$1.57!"

-V. C. Palmquist

\$1



A famous manufacturer made big concessions. That is why these double-lipped skillets cost so little. They're ground and polished, and hold heat. They won't scorch food!"

Whoopee Pants Are Whoopee Priced! Save 1-3 Like I Did!

-W. MacMullen

\$1



"Dark blue with new style nifty striped patterns never used before in Whoopee pants. Regularly sold for 75c to 79c pair. 6 to 16 years."

"Double Disc Wheel Pedal Bike Worth at Least \$1.79!"

-C. C. Cast

\$1



"We've cut its price and improved its quality! It now has double disc steel wheels and fire wagon red finish. It's so sturdy it holds a 200-lb man. Every toy from 2 to 6 needs it!"

DIRECT FROM NEW YORK

## NEW COATS

Fur Trimmed Coats Like These Sold at 30% More Last Year!

**\$24.75** Compare These Values

You have never seen Coats with such luxurious fur trimming priced so low! Flattering face-framing collars, and huge cuffs of Manchurian wolf (dog), mink-dyed marmot, fox, sealine, and French Beaver! Newest pebbly weaves, diagonals, and crepey wools! Silk linings! For women and misses!

### NEW FALL DRESSES

20,000 Dresses in One Purchase! No Wonder We Can Give Such Values!

Best values any place at this price! Jacket frocks, boleros, one and twopiece models in Travel Prints, satins, crepes and wools! Newest colors! \$4.95

Women's and Misses' sizes.

Girls' Eyelet Tie \$2.98

Gunmetal-patent trimming. Rubber-capped heels. Black or brown.



Fall And Winter Fur Felt Hat! \$2.45

Many Ask \$5 and More. Semi-conservative style with welt edge brim. Pearl gray Felt Hat, beautifully lined. Genuine leather sweatband.

"This New Flat Type Auto Horn Would Sell for \$3 Elsewhere!"

-W. O. Skjold

\$1



"The manufacturer hooted the idea of selling this \$3 horn for \$1. It meant sacrificing his profit! But we won him over, and you reap the saving. It's clear-toned!"

"Cigar Lighters And Ash Trays Like This Sell For \$2.50 Up!"

-A. H. Mason

\$1



"There isn't a cigar lighter equal to this anywhere for only \$1! It can't burn your fingers. It stays hot long enough to light several smokes. Removable non-spill ash tray!"

"First Time In History a Turn-Over Toaster Priced So Low"

-H. P. Richter

\$1



"Same turn-over feature, same heating element, same quality regularly selling for \$2.75 up. Complete with attached cord."

"Chicken Fryer would cost You \$1.95 and Up Elsewhere!"

-V. C. Palmquist

\$1



"The factory forgot profit! It makes this bargain possible. Ground and polished cast iron with a self-basting cover. It fries everything deliciously! For waterless cooking, too!"

"LOOK — Boys' Sweater . . . . . Waist . . . Pants! All for \$1.00"

-J. H. Archer

\$1



"Complete warm outfit! All wool sleeveless sweater, full-lined cassimer pants, broadcloth waist. Plain and fancy colors. Sizes 3-9 years."

"It's the Biggest Dollar's Worth of End Table You Ever Saw!"

-P. A. McCaskey

\$1



"Special number other stores must sell around \$2! Solid gumwood, walnut finish, handsome carvings, turned stretchers. Beautifully shaped and molded. 22x 11-inch top."

Talk about value! Del Rio SUITS have scooped America!

\$12.75

Most daring clothing value ever attempted — for splendid fit, superb style and fine fabrics. Equal to most suits priced \$5 to \$10 more — and to many suits priced double.



DRESS BETTER FOR LESS

You pay exactly HALF last year's price!

DEL RIO O'Coats \$12.75

Why pay even a dime more for an overcoat that is not even a match for DEL RIO better style, finer fabrics, neater fit? See these new 1932 models. You'll be dollars ahead.



"The Coverings Alone on These Benches Sell Up to \$12.50 a Yd.!"

-C. J. Manning

\$1



"Selected hardwood, bought at a rock bottom price . . . handsome tapestry and damask coverings at lowest price ever quoted . . . made up at COST in rich walnut finish—a bargain!"

"This Motor Oil Sells Elsewhere From \$1.20 to \$1.40 a Gal.!"

-C. W. Benson

\$1



"2-Gallon Can. We spent 2 solid months angling for this super-value! It's 100% Pure Pennsylvania Oil . . . equal to the finest. Refined and dewaxed by one of the large oil companies."

# MONTGOMERY WARD & Co.

139-141 SO LaFAYETTE ST. PHONE 167 SHELBY, N. C.

Your Neighbor Saves Money At Ward's— Why Don't You?