

Starts **WEDNESDAY, Oct. 14**... Wards **GREATEST Bargain Event**

Ward Week

THE SALE when the whole family goes shopping for everything they need. **THE SALE** that thrifty, value-wise people wait for. **THE SALE** we've been preparing for months... placing tremendous orders... getting the lowest prices that skillful buying plus Wards great purchasing power can produce. Hundreds of bargains in this sale—and every one a quality bargain—merchandise that will give you lasting satisfaction. Read every line of this circular. Make it your buying guide for Fall. Make your plans now for Ward Week—when all America goes shopping!

NOTE: Wards makes it easy for you to buy. Wards Monthly Payment Plan on purchases of \$20.00 or over is the modern way to shop. Take advantage of Ward Week bargains and pay for them this easy way.

MONTGOMERY WARD

Wards own
49¢ Quality

SILK HOSE

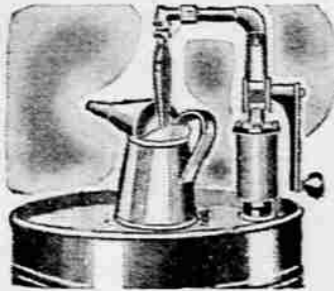
39¢

- Quality Worth 48¢!
- Chiffon or Service!
- All Full Fashioned!
- Perfects! Fresh Silk!

Actually save 20% on every pair! Not "Sale" price, but brand new full-fashioned fresh silk hose—Wards own regular stock quality! It took a million pair purchase for Wards 525 stores to make this **record low price** possible. Chiffons are flatteringly sheer; service weight aren't too heavy to be smart.

Other Women's Hosiery Specialty Priced at **22¢ and 53¢**

Top Quality! Sells for 30-35¢ At Stations!
100% PURE PENNSYLVANIA OIL



Wards Supreme Quality. Every drop from Bradford Allegheny crude—the world's costliest! All winter grades specially processed to flow at sub-zero temperatures! Stock up at this **LOW Ward Week price!**

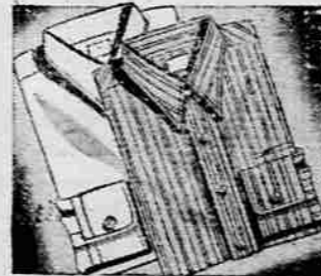
See many other sensational priced auto needs on page 10

12¢

per Qt.

Sale Price In Your Container
Add 1¢ per qt. Federal Tax

Breaking Wards Own Low Price Record!
DRESS SHIRTS

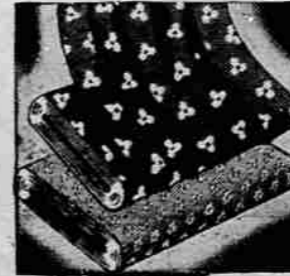


The **LOWEST** price in Wards history for shirts of this quality! Sale price for Ward Week only! But quantities are limited! Get your share of these great values—good quality broadcloth... handsome **NEW** patterns and neat tailoring! Come in tomorrow and get yours!

86¢

Ward Week Only!

1/3 Below Wards Regular Low Price!
Colonial PRINTS



Never before priced so low! Do not confuse Colonials with ordinary prints selling at this price! Wards own regular price is 15¢ which is low because most stores sell this grade for 19¢. Assortment is brand new! (68 x 72 count) with lustrous finish. **FAST COLOR** Fall patterns in fashionable dark colorings. 36 in.

10¢

per yd.

SALE! FLASHLIGHT
44¢

Flashlight, 3 cell. Nickel plated case with mirror type head. Focusing. Shock absorbing socket. Less batteries.

MEN'S WOOL SOCKS
Reg. 39¢ **31¢**

Reduced 20% for Ward Week only! Smart new patterns! Warm, long-wearing! Buy now!

SALE! 27x48 RUGS
Reg. 2.39 **1.88**

Wool Axminster Scatter Rugs. Luxuriously fringed ends. Backs treated with non-skid coating. Rich-looking, long-wearing!

COTTON BLANKETS
Save 20¢ **48¢**

Plaid single blankets, regularly priced at 69¢! Good quality cotton. 70x50. Standard weight! Standard size!

King of Deep Sleep
Innerspring
MATTRESS

Ward Week Only **\$14.88**
Made by Simmons 209 inner coils.

MEN'S WORK SHOES
Reg. 1.98 **1.79**

Men's black elk plain toe blucher work shoe. Oak leather sole! Good quality materials throughout. Long wear comfort!

Men's Shirts—Shorts
Reg. 25¢ **21¢**

Men's fine quality swiss rib shirts and shorts. Firmly knit combed cotton yarn. Tailored neck and armholes. Full sizes.

Hand TOOL GRINDER
Reg. 1.49 **1.17**

High Speed Hand Tool Grinder. 1x5 silicate wheel. Smooth and easy running. Adjustable tool rest. Red enamel finish.

Grimson Title Football
Reg. 1.98 **1.79**

Pebble grained cowhide. Full size. Designed by famous coach Frank Thomas. Free booklet of coaching tips included. Value.

Unbleached MUSLIN
Reg. 9¢ **7½¢**

Wards medium weight unbleached muslin for sheets and cases. Fine weave. 38½ inch width. Dependable wear at very small cost.

UNPAINTED CHAIR
Reg. 1.00 **78¢**

Stain or paint them yourself! Solid hardwood smoothly sanded! Cathedral style, ideal for breakfast sets!

Sale! Rayon Lingerie
Reg. 25¢ **18¢**

Women's Rayon Lingerie. Assorted trimmed panties and steppins. Your favorite shade—tearose. Daintiness at savings!

BICYCLE TIRES
Reg. 1.39 **99¢**

Wards Riverside Mate 28-inch Bike Tire. Cement type, 3 heavy fabric plies under the tread. Longer wear at savings.

Sale! Window Shades
Reg. 49¢ **38¢**

Best looking low priced window shade you can buy! Plain style with tailored hem. Choice of colors, 6x26.



Reduced from 10.95
5-Pc. Breakfast Set
9.88

Here's value and quality priced **LOW**. **SOLID HARDWOOD!** Choice of three attractive finishes! Decorated! Large drop-leaf table, 4 chairs!

WARD WEEK ONLY!