



**GIRLS' 1.98 ALL-WOOL PULLOVERS 168**  
Dainty new styles with hand-embroidered floral motifs. Made from butter-soft 100% wool yarns. Pastels and bright new fall shades. Sizes 7 to 14.

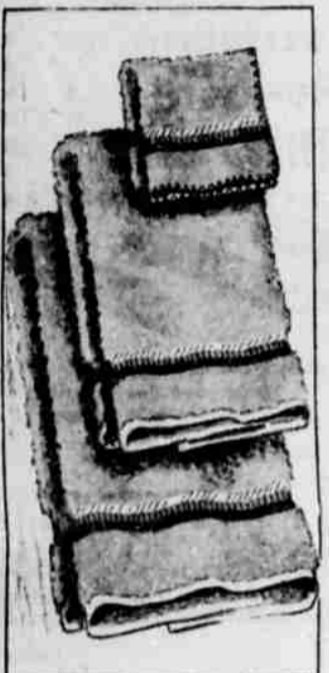


**REG. 24.75 ALL WOOL SUEDES OR COVERTS \$22**  
Here's the perfect all-around coat for business, sport or dress. Full flaring lines, all-wool covert or suede, new fall shades. Sizes from 10 to 20.

# Montgomery Ward WARD WEEK

WHEN ALL AMERICA SHOPS and SAVES!

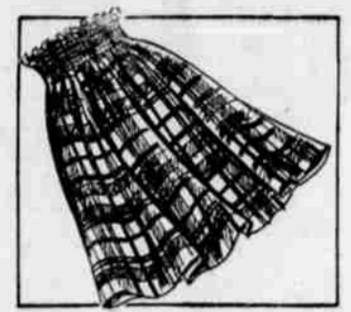
## Biggest Savings of the Year at Wards! Gigantic Sale of New merchandise



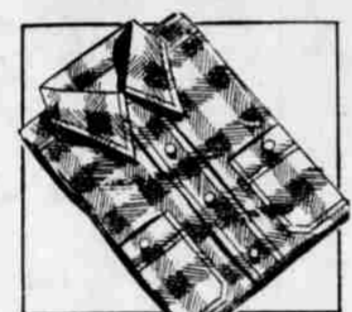
**79c CANNON CONCORD BATH TOWEL 68c**  
Thick cotton terry towels in blue, green, yellow, peach or rose. 20x40 in. ● Reg. 39c hand towel, 15x26" 34c ● Reg. 19c wash cloth, 12x12" 15c



**WARDS REG. 4.98 HOBNAIL BEDSPREADS 458**  
Flattering to every bedroom and so low priced! Thousands of fluffy tufts, a deep fringe on three sides. Choice of white or pastels. Full, twin sizes.



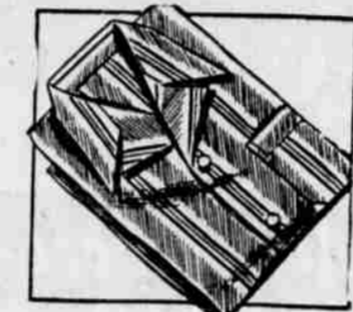
**GAY PLAID SKIRTS REDUCED FROM 1.98 168**  
Swirling dirndl style in assorted part wool plaids. Girls' sizes from 7 to 14.



**4.98 WOOL SHIRTS IN BUFFALO PLAIDS 444**  
Men! Priced for savings! All virgin wool, full cut. Long tails. 14 1/2-17.



**PAY LESS FOR 2.98 "BIRDEYE" DIAPERS, doz. 248**  
Made of smooth white medium-weight cotton. 27x27 inches after hemming.

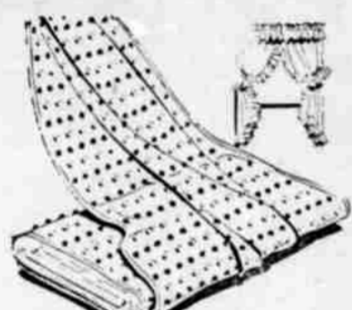


**MEN'S 2.98 BRENT FULL CUT PAJAMAS 244**  
Price slashed! Cut for non-binding comfort. Coat, middie styles. A to D.

### YEAR'S LOWEST PRICES!



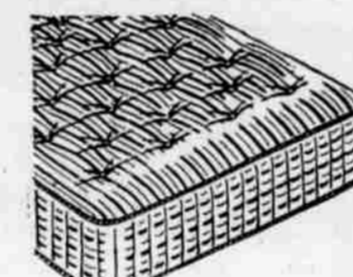
**REG. 69.95 REDUCED! PLATFORM ROCKER 5988**  
Specially designed metal spring for easy relaxation. Figured velour cover.



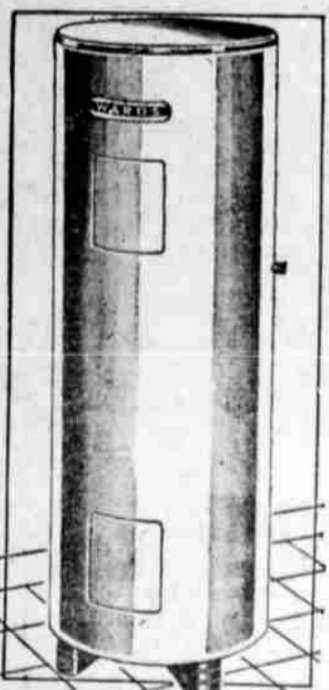
**SPECIAL PURCHASE! CURTAIN MATERIALS 29c**  
Made to sell at 39c yd. Plain, dotted and figured. . . 39-42 in. wide. Buy now!



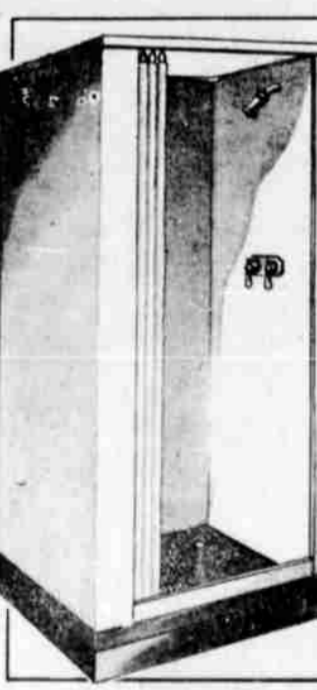
**PLASTIC-CHROME 5-PC. DINETTE 7788**  
Reduced! Table extends to 52" with 10" leaf. Chrome plated legs. 4-leg chairs.



**SAVE! VIG-O-REST INNERSPRING 3688**  
210 coils plus pre-built border . . . solid comfort at a low sale price!



**ELECTRIC WATER HEATER REDUCED! 10488**  
80 Gal. It's fully automatic. . . never have to touch it. Double heating elements and heavy insulation assure you constant supply of hot water. Buy now!



**REG. 54.95 SHOWER CABINET REDUCED! 4988**  
Here's the ideal extra shower. Only 32"x32"x76". Interchangeable walls . . . white enameled, complete with fittings, even curtains and rings. Buy yours now!



**REG. 1.89 SWEATSHIRT 158**  
Heavyweight cotton. Comfortable, full cut. Double rib knit trim.



**REG. 1.89 GALVANIZED TUB 1.55**  
Now Reduced! Rust-resistant! Reinforced rim; corrugated for extra strength! Save now!



**RANGE-SERVICE COMBINATION 738**  
Reg. 8.95 Has main and branch fuses in single cabinet. 115-230V 3-wire solid neutral.



**6-FOOT FOLDING RULE 88c**  
Reg. 1.19 Of sturdy aluminum! Measures easily and accurately. Outside reading. Save today!



**HEAVY DUTY BLOW TORCH 4.88**  
Reg. 5.95 Brass tank torch . . . with non-clog needle valve. Burner is rugged bronze. Save!



**SAVE! 3.45 ELECTRIC TOASTER 2.48**  
Save More Now! Ward Week-priced! Attractive, sturdy toaster. Lower doors, and bread will turn.



**REGULAR 2.98 SWEATERS OF WOOL, NYLON 266**  
Every one of these sweaters is an outstanding value. See all wool novelties, cardigans, and famous Carol Brent long-sleeve slippers—short-sleeve slippers of Du Pont nylon. All popular sweater shades for Fall. 34-40, women's sizes from 36 to 46.



**SAVE! GIRLS' BETTER GRADE 4.98 RED BANDS 4.28**  
Mother, you'll find every favorite style for your little girl now sale priced! Wards famous Red Bands are all carefully made to fit growing feet properly. Uppers made of specially selected leathers, durable soles. Get them while on sale! 8 1/2-3.



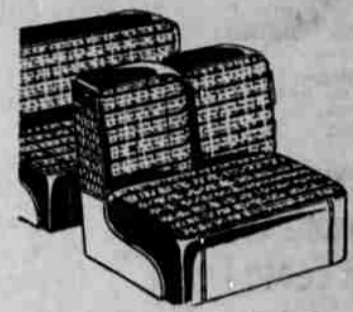
**PRICE CUT ON ELECTRIC RANGE 19488**  
Reg. 214.95. Extra large oven, easy-to-clean one-piece top. Large broiler.



**SALE! REG. 51.95 TANK MODEL BIKE 4888**  
Big "Air Cushion" whitewall tires, electric horn, motorcycle headlight.



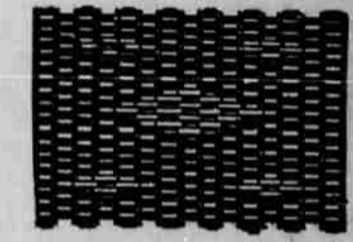
**WARDS RIVERSIDE 4.00-14 tires 1195**  
First Quality throughout, materials and specifications! Buy now—SAVE!



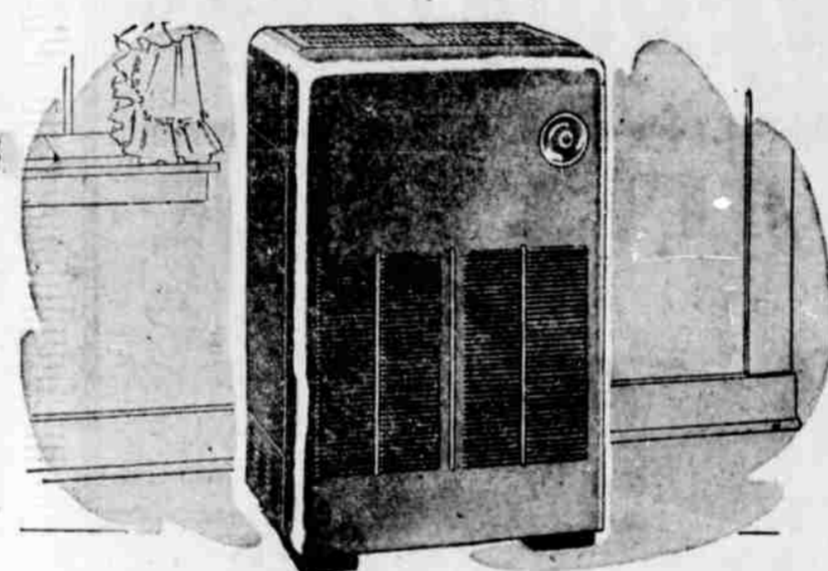
**SALE! BEST QUALITY AUTO SEAT COVERS 1388**  
Sedans Plaid patterns. Smooth fit! Sturdy! ● Front seats 7.94 Coupes 6.78



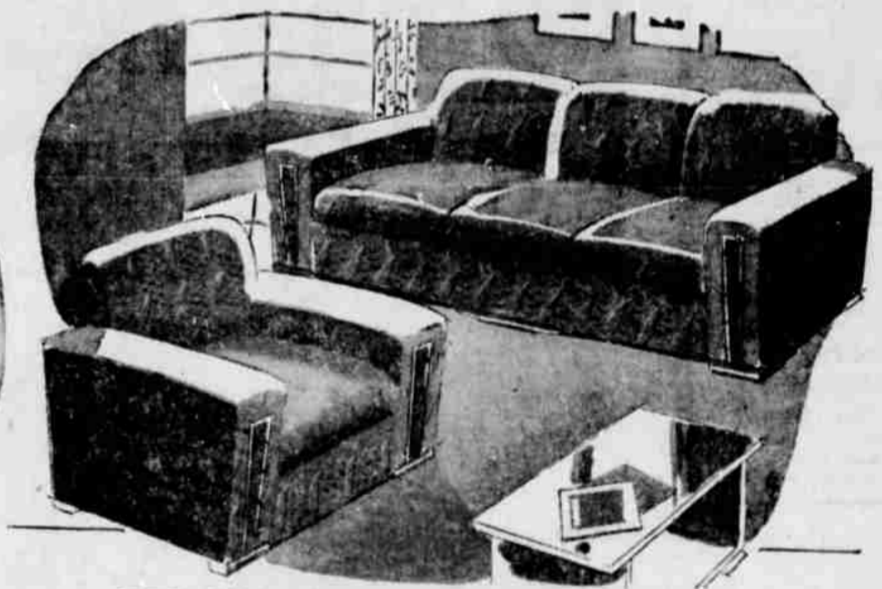
**GRANULATED ROCK WOOL REDUCED! BAG 162**  
Insulate now! Save up to 30% on fuel bills. Bag covers 37 sq. ft. 3" deep.



**REDUCED FROM 1.49 TIRE LINK DOOR MATS 128**  
Durable, heavy duty rubber links connected by rustproof wire. 14"x22" size.



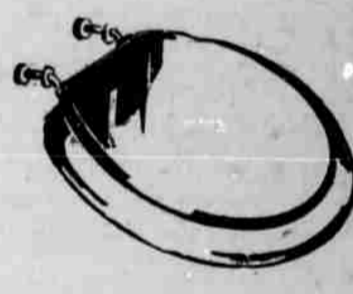
**SAVE 10%! CIRCULATING OIL HEATER 89.88**  
Regularly 99.95. Price cut specially for Ward Week! Heats 3 to 5 rooms easily, comfortably even in coldest weather. Gives economical flow of oil . . . draft regulator maintains even heat. Brown enamel finish.



**REG. 239.00 LIVING ROOM SET—2-PC. 209.88**  
Handsome styled in the modern manner. Designed for lounging comfort . . . high carbon steel springs, covered with soft cotton pads. Hardwood frame construction. Carved Walnut panels. Figured Frieze over.



**ASBESTOS ROOF COATING REDUCED FROM 73c 58c**  
Gal. in 5's Resurfaces felt, composition, and Thick, heavy, won't crack. Gal. 68c



**REG. 6.75 CLOSET SEAT REDUCED! 588**  
White-enameled, laminated hardwood. Lighter and stronger. With fittings.

### SHOP AT WARDS AND SAVE!



**TOGGLE SWITCH REDUCED 26c**  
brown Best quality! Has long, easy-grip toggle. ● Deluxe toggle plate cut to . . . 2c



**REG. 5.95 FOOTBALL 499**  
Chicago "T" Bears football endorsed by Sid Luckman. Cowhide. Official sz., wt.



**REG. 1.22 SEMI-GLOSS ENAMEL 108**  
qt. Scrubbable satin-like finish. Dries overnight. Buy now, save more!



**MARINE PORCH LANTERN 1.68**  
Reg. 2.19 Added beauty for your entrance! Antiqued solid copper holder, clear shade. Save!



**29c CLOTHESPINS (PKG. 3 DZ.) 19c**  
Sale value! Stock-up now! Priced low for Ward Week! Strong metal spring is rust-resistant!



**BIT BRACE NOW REDUCED 2.38**  
Reg. 2.98 Reversible ratchet makes drilling easy. 10" sweep. For 1/4"-1/2" round shank bits.



**REG. 6.50 MEDICINE CABINET 4.99**  
White-enameled steel, surface-type with 14"x20" mirror. Ideal for the small bath.



**SALE! 1.59 WARDS DUST MOP 1.28**  
Sale special! Best quality cotton yarn picks up dust quickly! Reversible. Washable! Save now!



**SALE! 6.45 AUTOMATIC IRON 4.99**  
For Ward Week! Designed for efficient work; automatic heat control! Cool plastic handle; pilot light!



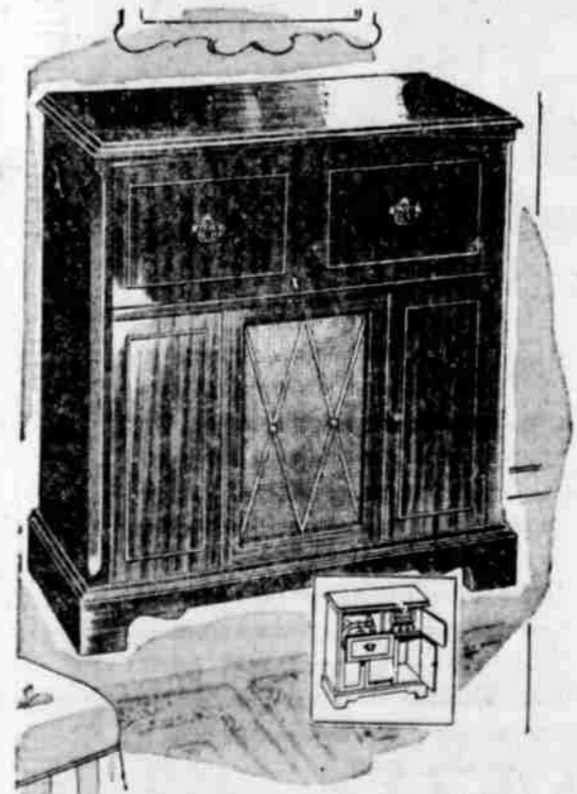
**12-QT. GALVANIZED PAIL 55c**  
Reg. 75c Heavy-gauge steel, galvanized to resist rust, corrosion. Buy now, save more!



**HEAVY DUTY BLOW TORCH 4.88**  
Reg. 5.95 Brass tank torch . . . with non-clog needle valve. Burner is rugged bronze. Save!



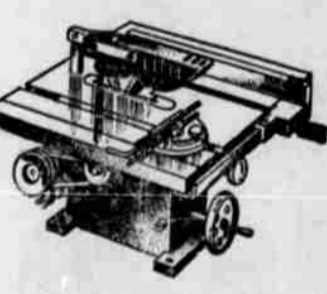
**SALE! 3.45 ELECTRIC TOASTER 2.48**  
Save More Now! Ward Week-priced! Attractive, sturdy toaster. Lower doors, and bread will turn.



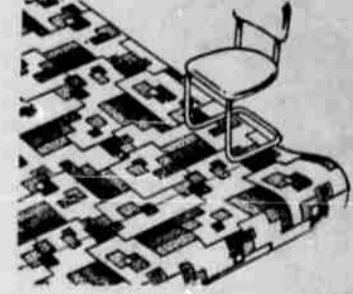
**SPECIAL SALE! NEW FM-AM COMBINATION 159.88**  
Ask about Monthly Payment Plan  
Here's a tremendous Ward Week value! For a price less than most straight-AM combinations, Airline brings you thrilling FM and AM plus automatic phonograph! Beautiful mahogany veneer period cabinet! Quality extras! See it—buy it now!



**THE NEW HACIENDA DEEPTONES! 6.95**  
Pottery dinnerware in the NEW DEEPTONES! Warm colors that mix or match to give your table that lovely look. . . Golden poppy, jade green, cranberry, and royal blue. 20 pieces: 4 dinner plates, 4 salad plates, 4 bowls, and 4 cups and saucers.



**REGULAR \$2.95 8-IN. BENCH SAW 4488**  
17x20" table tilts 45°, 2 1/2" depth of cut. Use with 1/4 HP motor. Save now!



**REDUCED FROM 85c HEAVY WARDOULE 74c**  
Sq. yd. Durable enamel surface baked on felt base! Florals, tiles, marbles. 6' wide.



**1.19 4-PC. CANISTER SET 94c**  
For Ward Week! Delightfully decorative—useful! Ample storage space. White enameled steel. Hurry!



**SCREW DRIVERS CUT-PRICED 22c**  
Each! Ellipse Quality! In three sizes—blades through handle 2, 4, and 6 inches. Save!



**SALE! WALL-TYPE CAN OPENER 1.88**  
Reg. 2.29 Special for Ward Week! Carbon steel cutting wheel. Will open any can.



**SALE! ENAMELED ROASTER 1.78**  
Reg. 1.98 Save now! Heats evenly, helps prevent meat shrinkage! Holds 15-lb. fowl, 20-lb. roast.