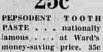
SUPER SAVINGS ON THESE SUPER BARGAINS! SHOP SATURDAY AT THIS BARGAIN THRIFT EVENT!!



PEPSODENT Get This Value! WARD DAY PRICE

25c





Bargain For Boys! WARD DAY PRICE

75c SIDE - PATCH TENNIS SHOES for hard wear. Sizes 3 to 6. Buy for



ALUMINUM RETTLE ... Buy now for summer pre-serving! You'll want more than one. Save!

Greatest of All Great Sale Days Starts Saturday at 8:00 A. M.

Saturday—550 Montgomery Ward & Co. Retail Stores demonstrate more forcibly than ever before what unsurpassed bargains our vast buying power can secure for you! Our last Ward Day was talked about for days afferwards—this one will command even greater attention! Here is riesh, seasonable merchandise at end-of-the-season prices! Note purticularly the exceptional bargains in Refrigerators—Furniture—Children's Frocks, and Women's Dresses. These are but a few of the hundreds of bargains in every department. Come early for YOUR share of the tremondous Ward-Day savings! BUY NOW!



Ward Day Saving! WARD DAY PRICE

69c LISTERINE ANTISEPTIC for mouth wash, gargle. \$1.00 size. Healing, sooth-ing, antiseptic. Save!



Ward Day Special! WARD DAY PRICE

ALARM CLOCK as rell-

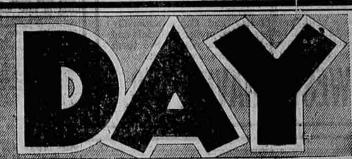
able as it is attractive! Buy while it is so low-



Saturday Only! A Compelling Bargain Event in 550 Stores!

NATION





Another Special!



WARD DAY PRICE

77c

HOUSE FROCKS with style and snap! Crisp wash fabrics made ac-

Big Curtain Value!



\$1.15

MARQUISETTE ruffled curtains with valance and tiebacks!

- Home Bargain!



WARD DAY PRICE

19c

CRETONNE-in gay colors! Think of the saving —and buy on Ward Day!

Regular 35c Values!



29c per ft.

FELT BACK WARDO-LEUM in attractive de-igns for any room in the house. 6 ft. width. Wonderful bargain!

Boys' Play Suits



WARD DAY PRICE

49c

wear! Buy a supply NOW at this great sale. Of strong tan khaki-rein-

Guaranteed Not to Rip Athletic Suit



WARD DAY PRICE

39c Union Suit of reinforced -cut full and reomy.

Extra Special



WARD DAY PRICE

\$15.95

INNER SPRING MAT-TRESS . . . years of serv-ice in its restful softness!

SERENADER **RADIO**



WARD DAY PRICE

Here's a great opportunity that you music lovers will appreciate! Beautiful walnut low boy cabinet. Double Screen Grid. Complete. You can't beat this Ward Day Price! Free installation!

Bay's Hospital Cotton, 1 lb....... 43c Mennens Shaving Cream 35c Taroleum, 2 bottles for 43c William's Shaving Cream 35c Lux Soap, a bar 7c Pro-phy-lac-tic Tooth Brush 35c Mennens Talcum 17c Ivory Soap Flakes 6c

Ivory Soap, 4 bars25cGuest Ivory Soap, 6 bars19cIpana Tooth Paste29c Triangle Malt Syrup, 3 for \$1.00

2-PIECE LIVING ROOM SUITE



\$99.50

Here's a sensational Ward Day saving! Your choice of arm chair or button back chair Suite for this low price! Reversible custions we resilient spring construction throughout!

Only \$10.00 Down—\$2.00 Weekly

8-Piece Dining **Room Suite** WARD DAY PRICE \$99.50

What a substantial saving! A lovely Walnut veneer Suite at this AMAZING-LY LOW WARD DAY PRICE! Smartly styled buffet and table-slip covers on chair seats! Only \$2.00 Weekly

\$6.95

DRESSES

WARD DAY PRICE

Hundreds of smart frocks . .

styles you can wear late into

long! . . . Fashionable silk

crepe faconne prints, becoming and flattering . . . Large flat flower prints in cool flut-

tering chiffons and georg-

ettes! . . . STYLES FOR EV-

ERY OCCASION! . . . for

street . . . for sports . . . for

evening wear . . . Styles dis-

tinctly in the height of fash-

ion . . . Saturday — WARD DAY — THESE DRESSES

DROP TO A DRASTICALLY

LOW PRICE . . . Buy while

you can get smartness at a price! . . . Be here early for

best selections!

the Fall as well as all Summer

Store-Wide Event!

3-Piece Bed Room Suite WARD DAY PRICE

\$79.50

Thrifty home-makers will want this out-standing saving! A real FURNITURE BUY! New styled bed—dresser—chiff-orobe in lovely Walnut veneer. See it Ward Day—and you'll buy it!

BED SPRING SPECIAL!

Here's an outstanding value in a fine Day Bed—with medallion decorated steel cane panels; finished in baked-on ungrained wainut enamel finish. ward Day 114.95

9X12

AXMINSTER RUGS

WARD DAY PRICE

\$26.95

Get one of these especially reduced Axminster Rugs today. There's a variety of pleasing pat-tern and color combinations. You'll seldom find

\$5.95

Special

Mattress

extraly finely made mat-ress, 55 lbs. in weight; our rows of side stitch-ing. Covered with good quality drill ticking.

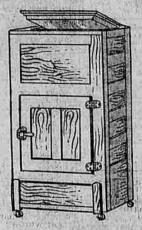
WARD DAY PRICE

\$8.95

Great Value! Metal Bed A nationally famous quality bed, with baked-on enamel finish. Has noisless roll-

ATT 11111

them marked so low!



Fine Quality REFRIGERATORS WARD DAY PRICE

\$10.95

Save food! Save Ice! White enam-

eled steel lining . . . tinned wire shelves. Hardwood case, built for sturdy use. Scientific construction! Buy Ward Day-and save!! Bargains on Every Hand!

Men's Work Values WARD DAY PRICE

79c



Exceptional Value!

WARD DAY PRICE

MEN'S DRESS SHIRTS Collars attached and neckband style. Fine quality.



Clothing Value!

\$1.98

DRESS TROUSERS IN smart wool weaves and patterns! Buy several pairs while this low Ward Day price prevails.



Men — A Bargain!

BROADCLOTH SHORTS —in assorted patterns and colors! Elastic at A saving, \$2.50



A Super Special!

\$1.00

UNFINISHED CHAIR all ready to paint. Regu-lar \$1.90 value! Strong



See This Special!

WARD DAY PRICE

\$7.95

LAWN MOWER with 14-inch blade. Cuts with ease. Roller-bearing con-



End Table Special!

WARD DAY PRICE

\$2.45

design and finish. A swers many needs. Lo



NTGOMERY

1101-3 Washington Ave.

Phone Main 16

MANY BARGAINS NOT ADVERTISED IN EVERY DEPT. - USE THE BUDGET PLAN OF EASY PAYMENTS.