

When all America goes Shopping!

WARD WEEK

Thursday April 12
to Saturday April 21

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| Lifebuy
3 for 19¢ | Lux Soap
3 for 19¢ | Modess
14¢ bx. |
| 50-Ft. Line
<i>Buy It Ward Week!</i>
Braided cotton line. And think! 50 ft. at this price! 19¢ | Wardoleum
<i>Ward Week Special!</i>
Handy mat size, 18 x 30 inches. Sensational at 8¢ | Yarn Rug
20x40 rugs in colorful rainbow stripes. 22¢ |

A tremendous offering of fine
Silk Hose
54¢

• Full Fashioned!
• All pure silk!

If there are better hose at this price, we haven't seen them! Sheer, clear, reinforced chiffons! Cotton tops and feet in the trim service weights! With the price way down, by all means, stock up now during this semi-annual event!

WARD WEEK SPECIAL

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| Silk Hose
<i>Ward Week Priced</i>
Fine quality; service; seamless feet. 8 1/2 to 10 1/2. 34¢ | Rayon Undies
<i>Ward Week Value</i>
Tailored vests, bloomers, trimmed panties. Regular, extra sizes. 25¢ | Bedspreads
<i>Ward Week Special!</i>
Serviceable cotton crinkle spreads, 80x105 inches. 79¢ | Prints
<i>Low Ward Week Price</i>
Popular Silvana prints. New patterns, tub-fast colors. 13 1/2¢ | Silk Pongee
<i>At Low Ward Week Price</i>
12 Momme weight; 33 in. wide. Natural tan; washable. 15¢ |
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Come Thursday Opening Day - Sale Ends Next Saturday April 21

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| Spark Plug
<i>Ward Week Special</i>
Famous Riverside! Millions already sold. Get yours now. 25¢ | .22 Shorts
<i>Buy in Ward Week!</i>
Copper coated, non-corrosive priming. In box of 50. 25¢ | Radio Value
<i>Priced for Ward Week!</i>
Powerful 5-tube Superhet., 5-in. Speaker. 19.95 | Sheets
<i>Low Ward Week Price!</i>
81x99 Long-wear sheets of pure bleached cotton. Values! Longwear Cases 22¢ 85¢ | Muslin
<i>Ward Week Value!</i>
Slightly starched muslin, bleached white. 36 inches wide. Unbleached Muslin 9¢ 10¢ | House Dresses
59¢
<i>Priced Low for Ward Week</i>
Gay new print percales, smart as street frocks, with their sashes, bows, clever collars and touches of fresh, sparkling white! Lots of different styles. Sizes 14 to 52. |
| Oilcloth!
<i>Ward Week Value</i>
Heavy, 46-inch, table oilcloth. Clear, easy to clean patterns. 25¢ | Metal Bed
<i>Ward Week Special!</i>
All metal in walnut enamel finish. Full or twin size. 5.88 | Chairs
<i>Ward Week Special!</i>
Unfinished - ready to paint. Sturdy hardwood. Each. 88¢ | Marquisette
<i>Save in Ward Week!</i>
Gay spring patterns. Sunfast and tub-fast. Full 39-in. width! 10¢ | Bath Towels
<i>Low Ward Week Price</i>
23x46 Cannon towels. Double loop; white, color borders. 19¢ | Work Shirts
Save Now! 45¢
<i>Special Ward Week Value</i>
Men say this husky chambray shirt is long wearing . . . Here's why: Continuous sleeve facing; interlined collar and main seams triple stitched! Stock up right now! |

MONTGOMERY WARD



America's Greatest Sale!
Read all 4 Pages . . .