

COME EARLY! GET YOUR SHARE OF THESE SENSATION



Here's Value!
Ward Day Price
13 c yd.

PERCALE... firm soft weave in clear colors! Buy at Ward Day Price while you can save!



A Special Offer!
Ward Day Price
\$4.89

WARD-O-LE... RUGS... have the beauty of wool rugs! Stain-proof and water-proof. 9x12 size. \$6.75 Value!



For Your Boy!
Ward Day Price
69 c

CANVAS SHOES... are the vogue during vacation time! Reinforced, and sturdy.



Get This Bargain!
Ward Day Price
19 c yd.

CRETONE... for every household use! Gay floral patterns in smart color combinations. 00c quality!



A Super Special!
Ward Day Price
63 c

Regular \$1.00 size LISTERINE... is always needed as an antiseptic in every home! Ward Day special!



FLASH LIGHTS
Ward Day Price
\$1.49

You have a thousand needs for a Flash Light!

You'll Want This Bargain!
32-PIECE DINNER SET



Ward Day Price
\$5.95

When you see it—you'll want it! Good quality china, prettily decorated. A smart design that will beautify your table! Buy it at Ward's big money-saving price!

Greatest of All Great Sale Days Tomorrow at 8:30 A. M.

Tomorrow—more than 550 Montgomery Ward & Co. Retail Stores est One-Day presentation of bargains and values in the history of We've purchased carload after carload of fresh, new merchandise right down to the level of the thriftiest purser! We've even cut prices to give you thrilling values! Just can the offerings listed in this sensational specials listed at the top of the advertisement—the Sum \$6.88—Serenade Screen Grid Radio \$7.50! COME! See that you longing to you...

Get your share of the tremendous Ward Day

Tomorrow! Saturday Only - NATION-WIDE

SAVINGS IN EVERY DEPARTMENT on Practically Every Home

Summer Dresses

Direct from New York
Regular \$9.75 Values

\$6.88

... Printed Crepe ... Chiffon ... Georgette ...

You'll be smartly dressed all summer—if you buy several of these adorable little Frocks! Of course you'll want more than one when you see how smartly they're styled and how inexpensively priced! Fluttering skirts that make you think of cool breezes... deep cape collars that ripple gracefully... short sleeves with cunning bows... and no sleeves at all! Then there are Frocks with sleeves—but so filmy and soft that you'll enjoy wearing them.

Buy At This Low Ward Day Price!

BARGAINS GALORE! Scan These Super

The New SERENADER

Screen Grid Radio
\$74.50

Complete with Tubes 7 Tubes (2 Screen Grid) Super-Dynamic Speaker Smart Lowboy Walnut Cabinet New Tapestry Panel Hear It—buy it—and your friends will think you paid a price in "three figures" for this beautiful AIR-LINE! It has all the best radio points... mellow tone quality... tremendous volume and power. Buy it on the Budget Plan! TERMS: \$7.50 Down \$7.50 Monthly

Hundreds of Towel Bargains!

for Summer Now! Stock Up

Throw open your cupboards and see what you need by way of spring towels! What with Summer cottages... swimming... outings... trips, you'll probably need a fresh new supply. Come to Ward's for quality towels at thrift prices.

BATH TOWELS with nubby absorbent pile... **19c**
TURKICK TOWELS with double loop, Whisk dry... **46c**
TOWELING of part linen and strong cottons. Bleach. 10 yards... **\$1.05**

A Bargain for Bikes!

Runabout Tire

\$1.34

Good for miles and miles! Made of two-ply bicycle fabric, and tough live rubber, black studded tread.

Regular \$1.75 Value!

A Bargain for Boys!

Roller Skates

\$1.75 pr.

Vacation time means hours of play! Buy your youngsters a pair of these nickel-plated Skates, roller bearing. Noted for speed—and wear!

Regular \$2.50 Value!

A Radio Bargain!

"B" Batteries

45-Volt
\$1.79

Choose it for dependability at low cost! Produced entirely by automatic machinery.

Regular \$2.39 Value!

Ready for Picnics?

Vacuum Bottles

69 c \$1.29

Pint size Quart size

Here's the "American Maid." Enamelled steel case with polished aluminum cup and shoulder. A big value!

Hits the Bullseye of Value

The Second GOLDEN ARROW SPECIAL

Hits the Bullseye of Value

6 DAYS FOR THIS SPECIAL

OIL STORE

\$29.95

Regular \$35 to \$40 Value

Here's the new Seneca Windor! A four-burner Oil Range as efficient as the most modern Gas Range! Four double economy cooking holes are heated by two burners... big built-in oven is heated by two burners! And all are of AUTOMATIC WICKLESS BULLSEYE HEAT TYPE! Powerful—and concentrated! Full size range. Length—54 in. Width—24 in. Height—34 in.

Here Are Eight Outstanding Features of

- OIL TANK: Is of glass! You can always see how much fuel you have.
- BUILT-IN OVEN: Heats evenly! Hot as any gas range, 18" x 13 inches in size. Easy to clean.
- STOVE FINISH: Shiny green, ivory and a dull black. Smart and colorful.
- EACH BURNER: heats 2 holes. 4 automatic wickless burners give heat for 4 holes.
- BACK SPLASHER: side splasher and oven door are grating porcelain enamel.
- PORCELAIN ENAMEL: Burner Handles and the Drain are finished in the same enamel!

Hits the Bullseye of Value

Bargains in Play Suits!

For Boys or Girls
Ward Day Price
49 c

CHAMBRAY SUITS... 68c values! Here's good news for every mother! All seams bar-tacked, reinforced where needed. You'll save money on this big Ward Day special! Sizes 2 to 6 years.

Save on Silk Hosiery!

Regular \$1.25 Value!
Ward Day Price
88 c

PURE SILK HOSIERY... in sheer chiffon or service weight. Clear weave that looks well after frequent launderings. Lovely colors in this big Ward Day Sale! Choose yours—tomorrow!

A Bargain for Baby!

Rompers
59 c

Ward Day Price ROMPERS AND CREEPERS... in cunning styles that make baby look more adorable than ever! Gay prints and plain colors, neatly made. Mothers... here's a chance to get style at a money-saving price! 00c Values!

Bargains in Lingerie!

Bloomers, Step-ins
Combinations
Ward Day Price
59 c

You'll like the lustrous quality—and the smart styles! Well tailored to give a slim line! 70c values!

Here Is A Timely Bargain!

Ward Day Price
98 c

10 GALLON GARBAGE CAN... Just at the beginning of summer, when a refuse can is a health necessity, comes this fine bargain! Corrugated galvanized iron. Neat!

Athletic Shirts and Shorts!

For the Men
Ward Day Price
39 c

ATHLETIC SHIRTS of combed cotton. They come in assorted colors and all sizes. Trim, smooth-fitting models.

BROADCLOTH SHORTS come in a range of new patterns; cut full and roomy. Sizes 29 to 36 **39c**

WARD DAY SPECIAL!

Ward Day Price
\$4.95

WRENCH SET... a wrench for every emergency. Motorists, buy now!

WARD DAY TOILET GOODS BARGAINS!

Hind's Honey and Almond Cream! 50c size 39c	Djer-Kiss Tale. 35c size. Ward Day price, 2 for... 29c	Mulsified Coconut Oil Shampoo! 50c size 42c
	Marcelle Lemon Lotion. Ward Day price, 2 for... 33c	
	Unguentine. 50c tube. Ward Day price, 2 for... 30c	
	Lilac Vegetal. 50c value. Ward Day price, 2 for... 39c	

A splendid lotion for sunburn!

SAVE ON SOX!

Ward Day Price
6 pr. 93 c

ROCKFORD SOX... give you the utmost in comfort and wear. Last Day special!

MONTGOMERY WARD

275 N. LIBERTY

LOOK FOR THE UNADVERTISED BARGAINS!