

WARD WEEK Starts Friday

October 14 to 22 inclusive

ONLY TWICE A YEAR IN 100 STORES

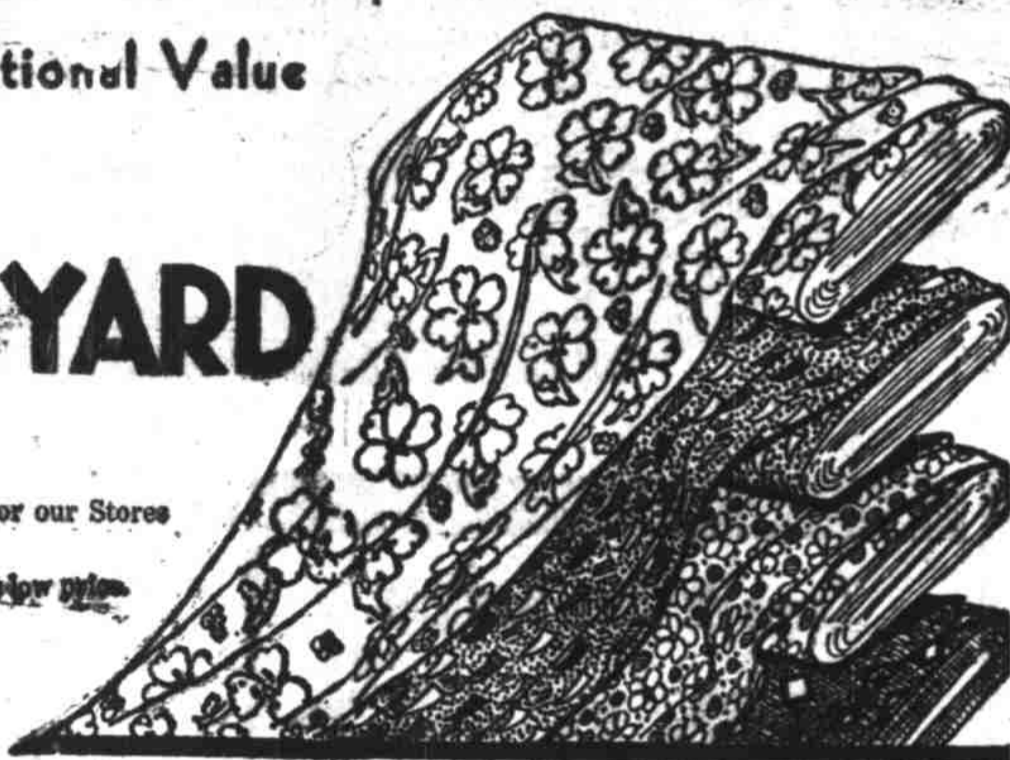
Fast Color Prints

This is a WARD WEEK Special!

Take Advantage of This Exceptional Value

36 INCH **8¢** A YARD

We foresaw the rise in price of Prints, and contracted months ago for thousands of yards for our Stores on the lowest market since 1918. We do not know when again, if ever, we will be able to order FAST COLOR PRINTS at this low price. These Prints are TUBFAST and they TUB EASILY. You'll find a dozen uses for them. Come and choose from delightful new Fall patterns!



39-in. All Silk Flat Crepe 59c
First time in history that an All Silk Flat Crepe has been offered at this low cost. Apart from a percentage of weighing which all Silks have to give extra weight and finish, this Flat Crepe is All Silk. Beautiful new Fall Shades. 59c yard

36-inch Figured Flannel 17c yd.
Firmly woven, long wearing quality. Medium weight cotton with plain weave back and downy nap on one side. All tubfast. Nursery prints, florals and modernistic patterns. 17c yard

36-inch Outing Flannel 75c
10 Yds. for
Fancy stripes in very fine weight and finish. Ideal for kiddies' Pajamas, Nighties, Sleepers. Extra Special at 8c yard or 10 yards for 75c

81-inch Longwear Bleached Sheeting 19c

Our Best Selling Brand. Used for double beds. For this week only the price is lowest we have ever offered for full two and one-half yards width. 18c yard

81-inch Unbleached Sheeting 17c
The same sturdy LONGWEAR weave. Depend on it for quality and wear—and a special saving during Ward Week only. 17c yard

81 x 99 Longwear Sheets 63c
Our own well-known LONGWEAR Bleached Sheets, specially spun for unusual wear and wash resistance. Replenish your stock now at this exceptional low Ward Week price for extra long, double bed size, 81x99, torn and hemmed. 63c each

21x27-in Pillows \$1 ea.
All hen and turkey prime feathers. Blue and white ticking. \$1.00 each

42 x 36 Longwear Pillow Cases 25c
Two for
Made from 42-inch pillow casing to match LONGWEAR Sheets. These are a Ward Week Special. 25c

Extra Large Turkish Towels 25c
At a price they would cost today at the Mills! Size 22 inches by 42 inches. Colored Borders. The Big Event in Towel prices! Two for 25c

80 x 105 Bed Spread 49c
A sturdy quality attractive cotton crinkle Spread in assorted colors. Do not miss this at this unusual Sale price. 49c each

80 x 105 Rayon Bed Spread \$1.39
Very fine quality and beautiful pattern. Scalloped edges. In rich colors: Blue, Rose, Gold, Orchid, Green. An Extra Special Bed Spread at lowest price you are ever likely to pay. \$1.39 each

Lace Trimmed Slips 39c
Made of fine quality rayon-and-cotton flat crepe. Lace trimmed at top and bottom, colors white, peach and pink.

Women's Fall Coats

Smart versions in tweed sport coats, polo coats, etc. Just the coat for early Fall days. **\$8.88**

Smart Fall Dresses

Smart afternoon, sports and party dresses. Tailored wool, rough silk crepes, novelty knitted. One, two and three piece styles. **\$4.44**

A Ward Week Special

Crepes and Jerseys **\$2.88**

Navy blue is high fashion! Black is Paris' choice. Travel prints are every smart woman's favorite. Dark toned frocks so smart for fall and winter too. At this price for

One Week Only



These two models are from a large group.

BLANKETS



Part Wool Plaid Blanket \$2.59
Extra large double 72x84 part wool blanket. Assortment of attractive colors. Sateen bound ends.

Part Wool Blanket \$1.09
Size 72x84 single blanket, choice of many attractive colors. A real value at \$1.09

72x84 Wool Filled Comforter \$2.98
Fine quality wool filling. Weighs 3 1/2 lbs. Covered in excellent grade sateen (figured top, plain back. A regular \$3.95 value priced during Ward Week. \$2.98 each

Colonial Quilts \$1.89
Size 72x84. Beautiful designs, look like home pieced quilts. Size 80x84. \$2.49

4-lb. Part Wool Blanket \$1.98
4-lb. Part-Wool Plaid Blanket, size 72 inches by 94 inches. Double blankets in assorted colors. Sateen bound ends. Very Special. \$1.98

Sheet and Pillow Case Set \$1.98
Colored border. One sheet 81x90 inches and two cases 45x36. Choice of colors. Made of fine weave, long staple, heavy cotton yarns.

Turnabout Chatham Blankets \$4.58

100% Virgin Wool! Generous 70x80 inch size. Plaid on one side, plain on the other. Loomed 18 inches oversize, they are shrunk to the finished size of 70x80 inches, making them thicker and warmer.

FALL COATS

Our Star Value in Fall Coats!

We're surprised ourselves at this matchless value. In newest rough and crepe weave materials. Luxuriously trimmed with furs of quality—Manchurian Wolf (dog), French Beaver, Dymica Fox, Caracul, and other popular kinds. Elegantly right in lines and fashion. Handsome enough for dressy use and practical for utility wear. Colors: Black, Brown, Wine, Green. Sizes 34 to 44 and 40 1/2 to 50 1/2. Just the kind of Coat we hoped to be able to include in Ward Week. It's the Finest Coat we ever sold at this low price. \$13.88

\$13.88



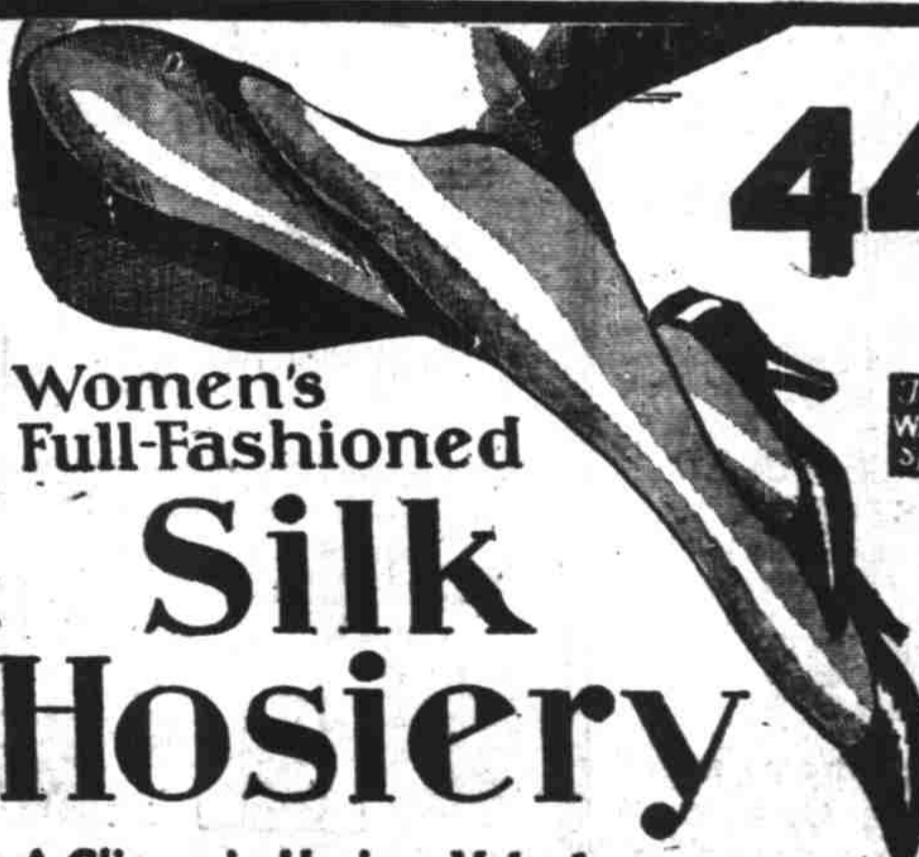
HOUSE DRESSES

They're Here the New Wash Frocks

Positively the newest, smartest, and most serviceable WASH FROCKS you ever saw! And they're thrillingly underpriced just for Ward Week. If saving money means anything to you, then come and see them...and buy them... THREE FOR A DOLLAR.

All made in lovely vat-dyed Prints... All washable. Made to stand many trips to the tub... easy to launder. Sizes: Small, Medium, Large. In an assortment of ten charming styles. We're proud of this low price.

THREE FOR \$1.00



Women's Full-Fashioned Silk Hosiery

A Climax in Hosiery Value!

Women's Pure Silk Full Fashioned Hosiery. Two popular numbers: Picot Top Chiffon, pure silk from hem to toe; or Service Weight pure silk with mercerized cotton top and foot. Both numbers; full length—full fashioned—perfect fit with curved cradle sole and high spliced French Heel. Colors Nomad, Hazeblue.

WOMEN'S RAYON STRIPED UNION SUITS 59c
Picot trim at neck and armholes. Low neck, sleeveless, knee length

WOMEN'S DANCE SETS 49c
Run Resistant Rayon An exceptional Ward Week Special

44¢

44¢ per pair

MONTGOMERY WARD & Co.