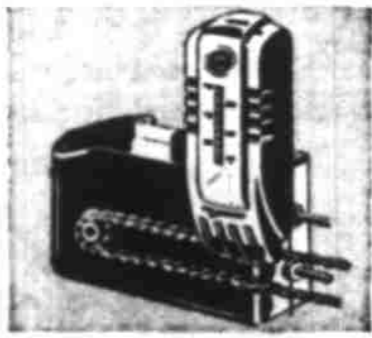


Fluorescent Channel Chrome 5.95

A fluorescent fixture for concealed home lighting or commercial use. Bulbs are not included.



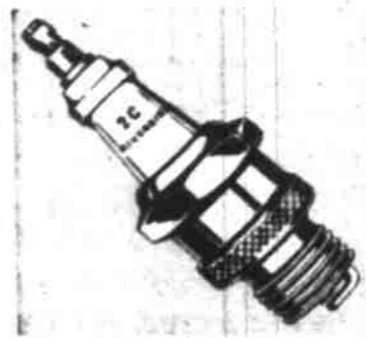
DAMPER CONTROL REDUCED 12.44

PRICE SLASHED on Wards AUTO-MATIC damper control. Cuts fuel waste... controls heat! Buy now.



LUCKMAN 'PROLEAGUE' FOOTBALL 6.49

For Ward Week! Selected pebble cowhide cover. Official size and weight!



RIVERSIDE SPARK PLUGS CUT-PRICED 36c

Specially engineered to give you better mileage! Get a set NOW for economical starts!



PRINTED DISH TOWELS ABSORBENT 24c

Absorbent cotton dish towels gaily printed with fruit or floral borders. 17" x 30". Red or blue.



WARDS BEAU DURA PANTIES 49c

Briefs, cuffs or flares of knit rayon. Tearose. Small, Med., Large. EXTRA SIZE FLARES... 59c



REG. 98c COTTON KNIT SHIRTS 77c

A basic need for all boys... stacks of striped cotton knit shirts! Save at Wards. 4-10.



SALE! MEN'S BROWN MOC OXFORD! 3.77

Reduced from 3.98! A Ward Week buy! Sturdy leathers. Goodyear welt. cord tire soles. 6 1/2-12.

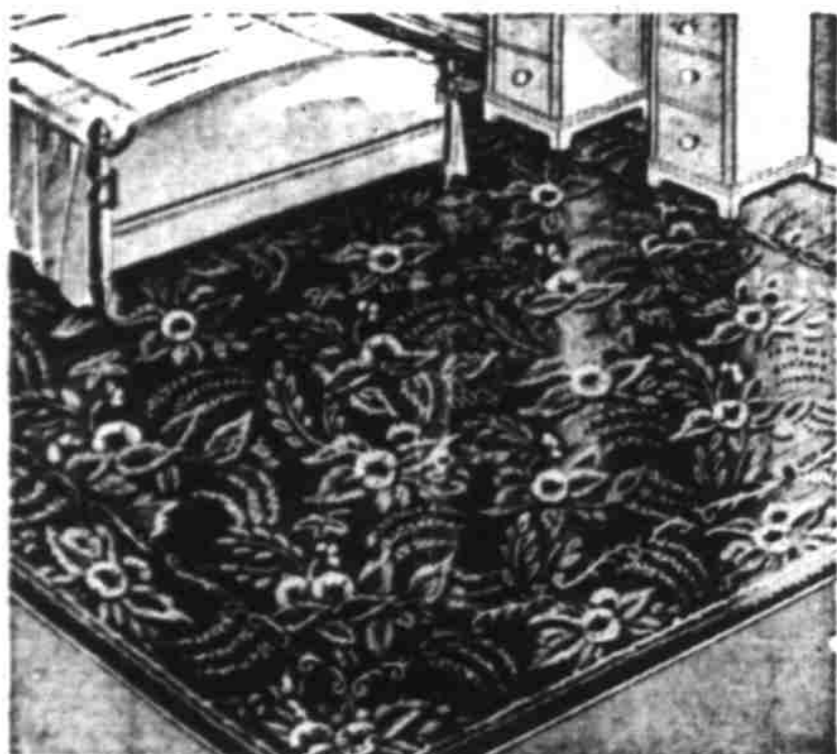
ONCE AGAIN! AMERICA'S GREATEST SALE!

Ward Week

Hurry to Wards!

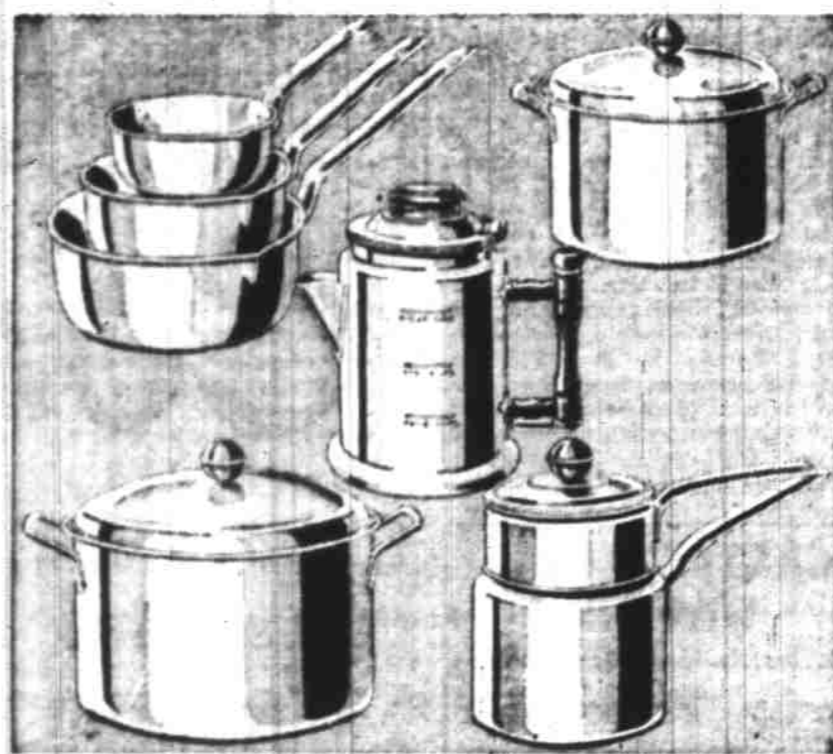
It Starts Today!

WHEN ALL AMERICA SHOPS AND SAVES!



VALUE! HEAVYWEIGHT 9'x12' WARDOLEUM RUGS 6.95

Hurry to buy! Extra low price for heavy, long-wearing enameled felt base rug! Surface is thick, glossy, baked-on... absolutely waterproof and stainproof and so easy to wipe sparkling clean in a jiffy! Felt base is strong... rugs lie flat without pasting; edges never curl! Shop early... new shipment includes colorful patterns suitable for every room! Save at Wards!



WARD WEEK SPECIAL... SHINING ALUMINUMWARE 1.45

Wards made a special purchase of this smart, modern aluminumware for Ward Week selling... so be sure to come early to get a complete set! Mirror-finish outside, and sunray finish inside; quick to heat, and easy to clean. Make your kitchen shine!
4-qt. Side-handle Pot... 99c 6-qt. Side-handle Pot... 1.14
1, 2 and 3-qt. Saucepan Set... 1.34 8-cup Percolator... 1.41



CHENILLE BEDSPREADS REGULARLY PRICED 10.98 9.44

This is a sale to make you homemakers pop right down to Wards to take advantage of this super value! Where else can you find such thick, soft, closely tufted spreads at such a little price? What's more, they're washable and require no ironing because they will not wrinkle. Beautiful multicolor floral designs on soft pastel shades in both twin and double bed sizes. Save by buying now!



SALE PULLOVER SWEATERS. WERE 2.98 2.77

Smart looking on the job and after. Union made herringbone twill, a long wearing cotton.



SALE OF KNIT CREEPERS WERE 97c 88c

Save in this reduction on neat little cotton knit creepers. Assorted styles and colors. 1-3.



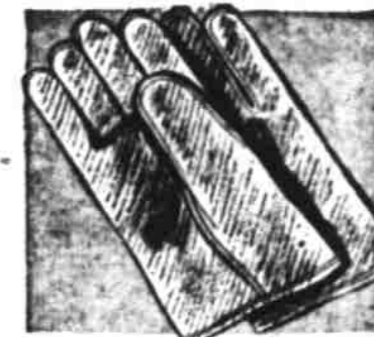
Matched Work Outfits 4.75

Pure woolen worsted sweaters with round neck, long sleeves. Huge color assortment. 7-14.



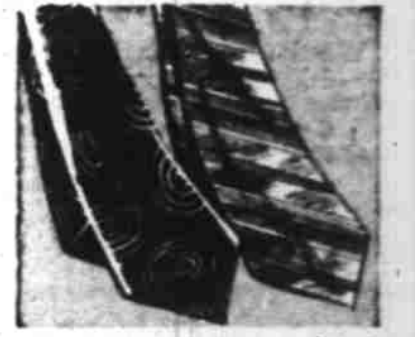
UNION MADE OVERALLS SANFORIZED 2.24

Powerhouse, Wards longest wearing bond overalls for men. Rugged 9 oz. blue denim.



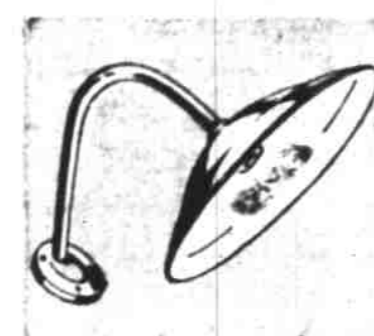
CAPEKIN DRESS GLOVES 2.50

Ward Week special! Handsome capeskin in grey. They are popular slip-on style.



SMART TIES FOR MEN 1.50

Ward Week value! Rich rayon ties in handsome foulards and woven figures. They're interlined.



GOOSENECK YARDLIGHT 3.25

For safety's sake... light up those dark spots! 12" shade with a baked enamel finish. 23" long.



REGULAR 1.59 CORD SET 1.38

Here's a sturdy steel coil spring that does keep cord off the ironing board! Get it now at Wards!

CHECK EVERY SINGLE ITEM! THEY'RE VALUES ONLY WARD WEEK CAN BRING!

SALE! 190 SATIN SLIPS 1.70

A real bargain! They're of smooth rayon satin... beautifully made, delicately trimmed with fine lace!

LOW PRICED! BEST LOOPED SHAGS 3.67

No cut ends to shred! Loops won't pull out! All are sunfast, preshrunk! Use in any room! 2x3 feet

WELL-BUILT BABY CRIB 18.70

Adjustable spring drop-side. All well-made in lovely natural finish

ELECTRIC FUSES... REDUCED! 27c

Heatproof, shockproof fuses in all sizes! Get your supply today at Wards... they're reduced! 5 for

SAVE EXTRA ON SPAR VARNISH! 1.33

Cut-priced for Ward Week! Durable... weather-resistant outdoor varnish. Dries in 4 hours! Quart

25-FT. TROUBLE LIGHT... REDUCED! 2.68

Take light wherever you need it! A steel wire guard protects the bulb from breaking. Get it now

REDUCED! 2.98★ HANDBAGS... NOW 2.66

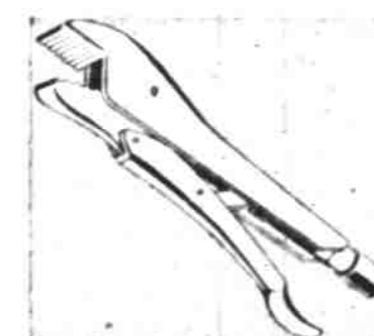
Choose from our big collection of fall handbags... grained plastics in fall colors. *Plus tax

COTTON DRESSES FOR WARD WEEK! 2.98

Practical, washable, printed percales so nicely made. Limited two to a customer. Sizes 16-44

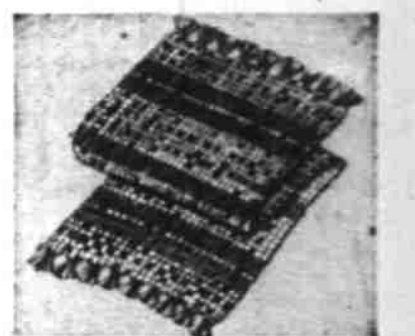
SALE! ALUMINUM ROASTERS 1.17

Quick heating, easy cleaning aluminum in a size big enough for a 5-pound roast



LOCK-GRIP WRENCH REDUCED! 2.38

Lever action locks jaws to work with ton pressure. Tough alloy steel! Buy at cut price!



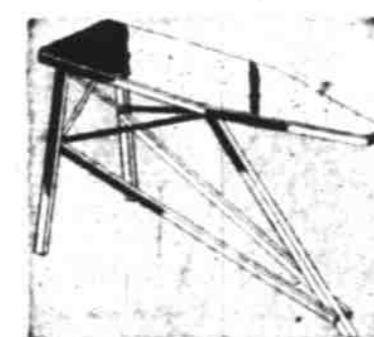
OUTSTANDING VALUES IN RAG RUGS 3.19

Washable! Reversible for extra wear! Practical rugs for bedrooms, hallways! 2'x4' size.

Fine Youth Bed
Ideal for growing youngsters! Hardwood frame... Maple finish. Complete with all-steel spring. 34.95

Platform Rocker
Comfort... charm... and Real Value! See this platform rocker at Wards. Be Satisfied and Save! 42.75

Brass Table Lamp
Compare the Value at 19.95! Polished brass... table type shade in gunmetal color... reflector bowl. 13.88



IRONING TABLE With Metal Trim 5.98

Firmly braced, wood top-metal frame with rubber shoes.



4x6 IMPORTED NUMDAH RUGS 6.98

Soft white wool... intriguing "Tree of Life" design embroidered in brilliant colors. Buy now!

USE YOUR CREDIT! BUY ON WARDS MONTHLY PAYMENT PLAN!

Montgomery Ward

USE YOUR CREDIT! Buy now on Wards Monthly and save! Pay later out of income. The merchandise to use!