

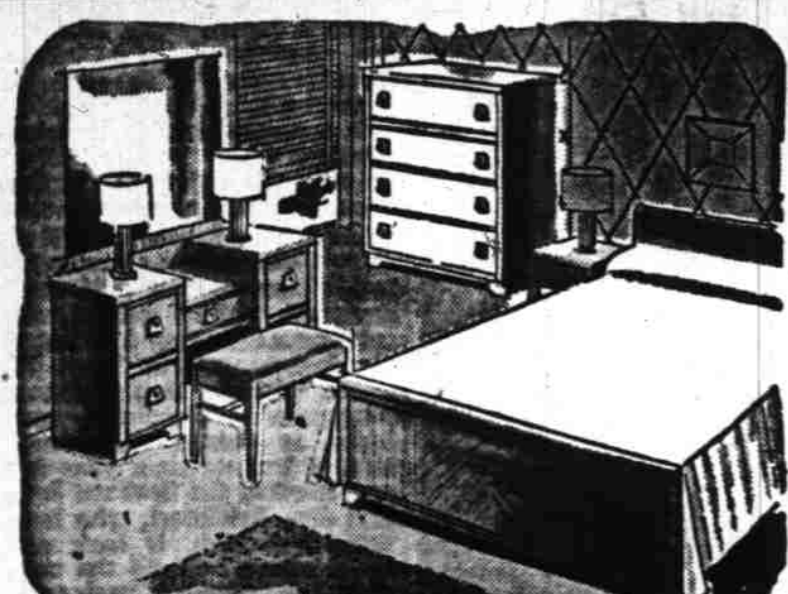
Montgomery Ward WARD WEEK

WHEN ALL AMERICA SHOPS AND SAVES!

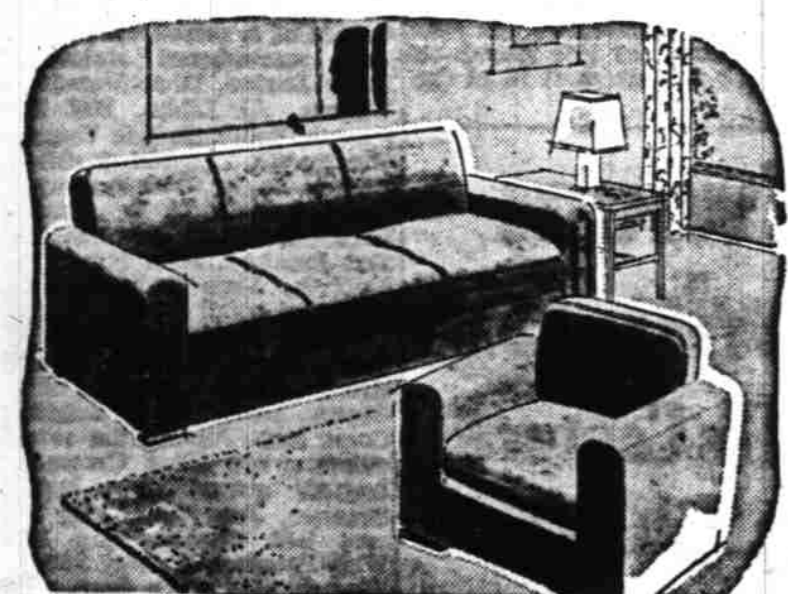
155 N. Liberty Phone 3-3191

NOW IN FULL SWING . . . YEAR'S GREATEST SALE!

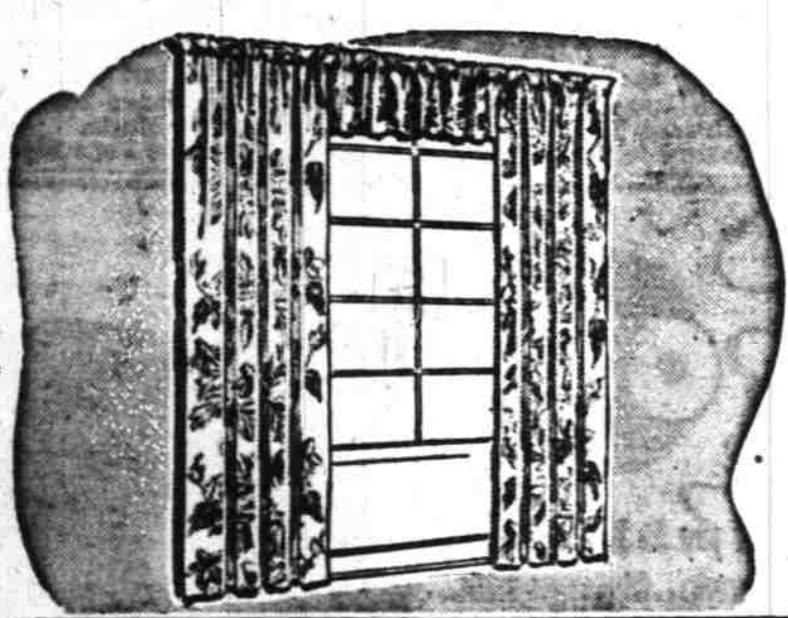
FOR THIS SALE ONLY!



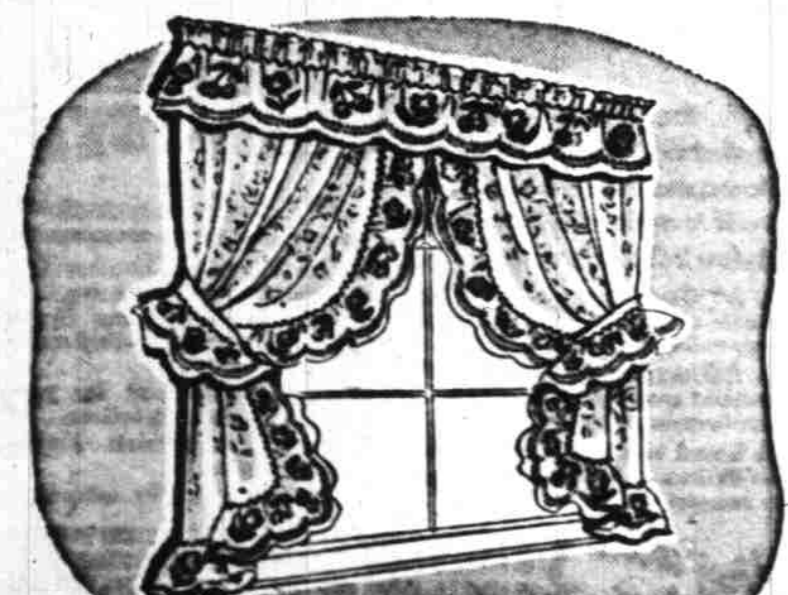
189.95 MODERN BEDROOM GROUP
 Beautiful double bed, 4-drawer chest, vanity with Plate Glass mirror. Figured Flamedwood veneers, satin-smooth finish. Sale-priced!
169⁸⁸
 10% Down on Terms



REG. 149.95 FRIEZE SOFA BED SET
 No-Sag steel spring base. Coil spring seat, back. Spring filled lounge chair. Handsome Jacquard Frieze. Converts into restful bed.
129⁸⁸
 10% Down on Terms



REDUCED! NEW PLASTIC DRAPERIES
 Colorful look and feel like hand painted. Beautiful, large tropical floral pattern. Washable, flame and fade resistant. Each 27" wide, 2 1/2 yards.
1.38
 Pair



SALE! PLASTIC KITCHEN CURTAINS
 All plastic, ruffle style. White figured body. Printed in three colors. Large 4" ruffles. Washable. Ideal for your kitchens, easy to clean. 25x43" long.
1.24
 Pair



YEAR'S LOWEST PRICES!

1950 CARPET FASHION OPENING . . .
Broadloom
 AT WARD WEEK SAVINGS!

This is it! The Carpet Fashion Opening you've heard so much about! Come see the newest in patterns, colors and textures! Buying huge quantities direct from nationally famous mills enables Wards to offer much lower-than-usual prices! Two qualities cut-priced for Ward Week! Shop now! You'll be money-ahead!

REG. 6.95 STYLETONE BROADLOOM
5⁹⁹
 Sq. Yd.

Here is floor covering beauty at Ward Week savings! Styletone is a better-quality axminster weave . . . 100% wool-pile . . . more than 5,700 tufts in each sq. ft. Choose from lovely floral, damask, woodtone-leaf patterns in top-fashion colors! 9, 12 ft., 27 in. widths cut-to-order.

REG. 8.25 CURLTWIST BROADLOOM
7²²
 Sq. Yd.

Save substantially now on wonderful solid-color broadloom cut-to-order for wall-to-wall carpeting and rugs! Nubby textured, tightly twisted, all-wool-pile surface . . . hides footprints . . . is slow to show soil! Decorator colors: grey, green, beige, rose! 9, 12, 15 ft., 27 in. widths.

DURASTAN BROADLOOM
5⁵⁰
 sq. yd.

Attractive Durastan has features usually found in carpeting costing dollars more! Closely woven pile . . . more than 4,700 tufts of imported wool per sq. ft. Smart patterns: floral, leaf, tone-on-tone in rich colors! 9 and 12 ft. widths cut to any rug size.

LAWSON BROADLOOM
 A superb broadloom featuring a "carved design" . . . today's fashion news in floor covering! Subtle grey, green, rose or beige! Deep, dense, 100% wool-pile . . . more than 10,700 tufts in each sq. ft. Famous-for-wear Wilton weave! 9, 12 ft., 27 in. widths.
11⁷⁵
 Sq. Yd.

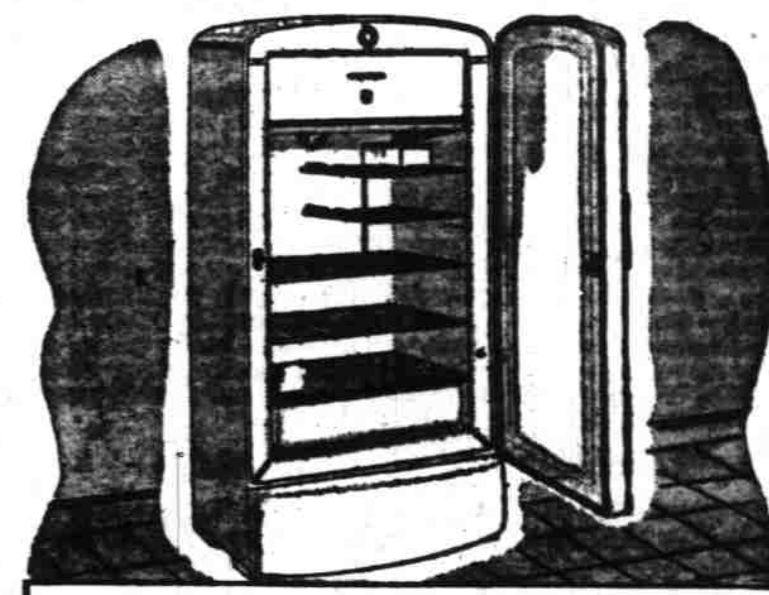
SPECIALY PRICED FOR WARD WEEK!
REG. 54.95 ALL WOOL RUGS
 Floorcrest all-wool-pile rugs now cut priced for extra savings! Attractive patterns: floral, wool-tone-textures and damasks in green, rose, burgundy and blue!
48⁸⁸
 9x12 Ft. Size

SAVE NOW ON WARDOLEUM!
REG. 7.45 WARDOLEUM RUG
 You're money ahead on standard Wardoleum at our everyday low price . . . now cut priced for extra savings! Choice of tile, floral and marble patterns!
5⁹⁹
 9x12 Ft. Size
 By the Yard in 6 and 9 ft. Widths, Sale Price 40c sq. yd.

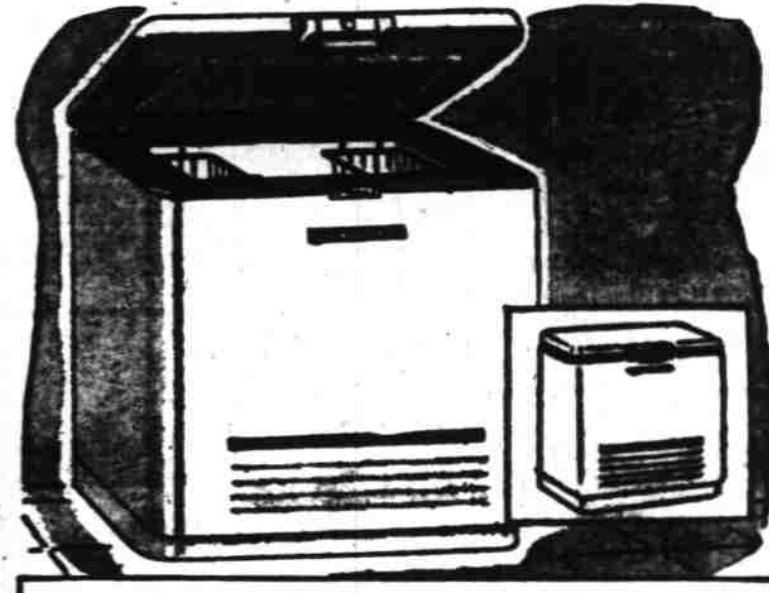
EVERY ITEM REDUCED!



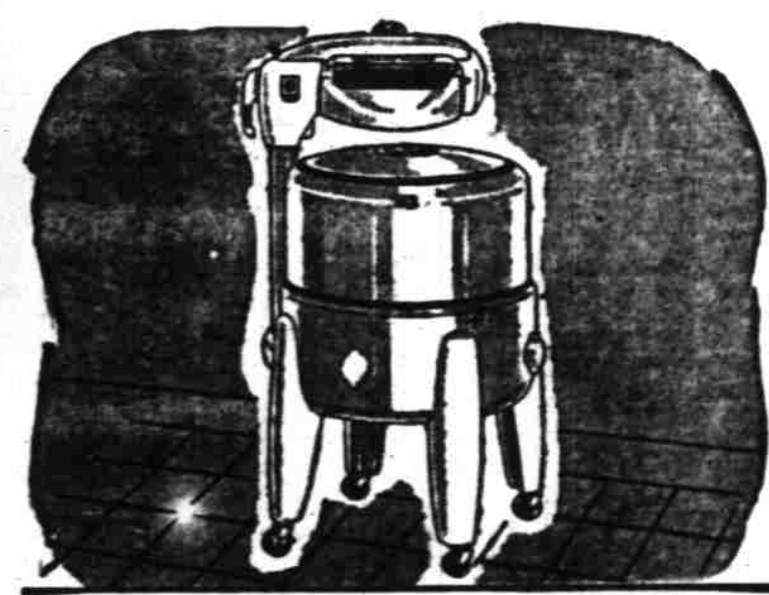
36" M-W BUILT TO SAVE YOU \$25
 Cool, clean, fast cooking at lower cost. New Electric Range has 6 qt. deep-well cooker, broiler, 7 heat positions. 18x15x16" oven.
144⁸⁸
 On Terms \$5 Down 6.24 Monthly



SPECIAL 8 Cu. Ft. REFRIGERATOR VALUE!
 Ward Week Special! Deluxe 8 cu. ft. M-W refrigerator built to save you \$55. Many extra features—42-lb. Full width freezer.
209⁸⁸
 On Terms \$5 Down 2.50 Weekly



REG. 209.95 FREEZER . . . 7.2 CU. FT.
 Extra savings now on quality M-W! 7.2 cu. ft. holds 250 lbs. Cabinet won't sweat! Save dollars during sale, more on all food bills.
199⁸⁸
 \$5 Down 2.50 Monthly



REG. 99.95 STANDARD WASHER
 Super-cleaning 6-vane Swirlator gets clothes whiter. Large porcelain tub holds 9 lbs. 8-pos. Lovell wringer has 2" balloon rolls. With automatic pump!
92⁸⁸

SHOP WARDS UNTIL 9 EVERY FRIDAY NIGHT!