

WARD WEEK

ONLY TWICE A YEAR
IN 500 STORES

Starts Saturday

October 15 to 22 inclusive

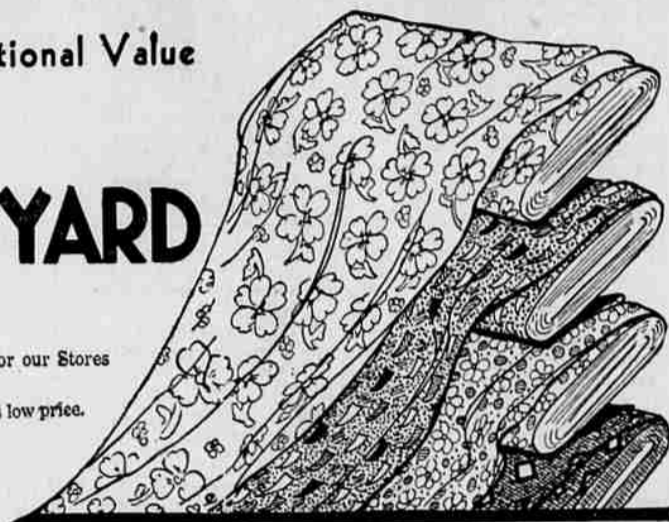
Fast Color Prints

This is a
**WARD WEEK
Special!**

Take Advantage of This Exceptional Value

36 INCH 10¢ 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 offer FAST COLOR PRINTS at this low price. These Prints are TUBFAST and they TUBEASILY. You'll find a dozen uses for them. Come and choose from delightful new Fall patterns!



38-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 weighting which all Silks have to give extra weight and finish, this Flat Crepe is All Silk. Beautiful new Fall shades 59c yard

39-in. All Rayon Taffeta 35c

Excellent quality Rayon Taffeta, very popular for Bedspreads, Fancy Pillows, Dress Slips, etc. Full range of newest Fall colors—dark and pastel. Exceptional at this low price 35c yard

36-in. Outing Flannel 10c

Fancy stripes in very fine weight and finish. Ideal for kiddies' Pajamas, Nighties, Sleepers. Extra special at 10c yard

36-in. Unbleached Economy Muslin 4c

Our best selling brand standard quality muslin for this week only, the price is lowest we have ever offered 4c yard

81-in. Unbleached Sheeting 17c

Sturdy weave. Depend on it for quality and wear—and a special saving during Ward Week only 17c yard

81x99 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

81x90 Bleached Sheets 39c

This is a value scoop! Sheets, torn and hemmed, at this astounding price will not be offered again soon. Ward Week only 49c each

42x36 Longwear Pillow Cases 25c

Two for 25c. Made from 42-inch pillow casing to match LONGWEAR Sheets. These are a Ward Week special. Two for 25c

Extra Large Turkish Towels Two for 25c

At a price they would cost today at the Mills! Size 23 inches by 46 inches. Colored borders. The Big Event in Towel prices! 2 for 25c

80x105 Bed Spread 55c

A sturdy quality attractive cotton crinkle Spread in assorted colors. Do not miss this at this unusual Sale price 55c each

80x105 Rayon Bed Spread \$1.79

Very fine quality and beautiful patterns. Scalloped edges. In rich colors: Blue, Rose, Gold, Orchid, Green. An Extra Special Bed Spread at lowest price you are ever likely to pay \$1.79 each

36-inch Cretonnes 10c

Bright Autumn patterns in a combination of all the brilliant colors of the Fall woods at their finest. Excellent weight for slip covers, cushions and draperies. Your choice 10c yard

TOILETRIES

IVORY SOAP Medium Size 10 Bars 49c

HOT WATER BOTTLES 39c each

Lucky Tiger Hair Tonic, \$1.00 size	79c	Tooth Brushes	Pepsodent Tooth Paste
Absorbent Cotton, 1 lb. roll	25c	Powder Puffs	Ipana Tooth Paste
Scott Emulsion	39c	Pond's Cold Cream	Iodent Tooth Paste
Bromo Seltzer	59c	Pond's Vanishing Cr'm	Listerine Tooth Paste
Sal Hepatica	49c	Tangee Lip Stick	Pond's Skin Freshener
Squibbs Cod Liver Oil	89c	Rubbing Alcohol	Cocoonut Oil Shampoo
Castoria	29c	Bay Rum	Lemon Cream Lotion
Aspirin Tablets, box of 50	38c	Witch Hazel	Almond Rose Lotion
Mentholatum	49c	Hair Pomade	Almond Honey Lotion
Vaseline Hair Tonic	36c	Supree Hair Set	Gardenia Toilet Water
Gillette Razor Blades, pkg. of 10	79c	Petroleum Jelly	Lilac Face Lotion
Valet Auto Strop Blades, pkg. of 10	79c		
Williams Aqua Velva, 50c size	39c		
Pepsodent Tooth Paste, 50c size	29c		
Squibbs Tooth Paste, 50c size	29c		
Listerine Tooth Paste, 25c size	15c		

Choice 10¢ Each

LIFE BUOY SOAP, 10c size 6 for 39c

BLANKETS

\$4.58

All-Wool Plaid Blanket \$4.58
Chatham Blankets are strongly woven, all new virgin wool blended scientifically to produce just the right texture for warmth and wear. Size 70x80 \$4.58

72x84 Cotton Filled Comforter, 5 1/2 pounds \$2.19
Fine grade cotton filling. Covered attractive printed silkoline. A record breaking price for this quality comforter \$2.19

72x84 Wool Filled Comforter \$2.69
Fine quality wool filling. Weighs 3 1/2 lbs. Covered in excellent grade sateen (figured top, plain back; also figured center with plain border and back). Choice patterns. A regular \$3.95 value priced during Ward Week \$2.69

70x80 Cotton Sheet Blankets 49c
The quality has been America's favorite in staple cotton blankets for many years. Ward Week 49c

4-lb. Part Wool Blanket \$1.95
4-lb. Part Wool Plaid Blanket, size 70 inches by 80 inches. Double blankets in assorted colors. Sateen bound ends. Special \$1.95

Part Wool Supreme Plaid Blankets \$2.19
Not ordinary part wool but genuine Circ yarn. This blanket is familiar for its warmth and strength. Size 70x90 \$2.19 pair

Esmond Pelage Blankets \$2.49
A startling innovation in warmth. Nature's secret of fur warmth has been adopted and perfected in this blanket. Size 54x72 \$2.49 each

2-lb. Cotton Batts Comfort King 39c
Make no mistake—batts are important because they are the foundation of your comforters. Ward Week 39c

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, Dymka 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: 14 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.

39c

44¢

Women's Full-Fashioned Silk Hosiery

44¢ per pair

A Climax in Hosiery Value!

Women's Pure Silk Full Fashioned Hose. 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: Sunbige, Fawnbrown, Brownwood, Duskbrown, Nomad, Hazebiege, Smokestone, Gunmetal.

Work Socks
Men's Cotton Socks specially priced to sell in quantities during Ward Week. Sizes 12. Colors: Gray. Brown. 5c per pr. **5¢ per pair**

Men's Fancy Socks
Fine gauge Mercerized Ribbed tops, heels and toes, double sole and high spliced heel. Assorted colors and patterns. Ward Week Special two prs for 25c. **2 pair for 25¢**

MONTGOMERY WARD & Co.

THE FRIENDLIEST STORE IN TOWN