

Join the
Crowds!

WARD WEEK

GET YOUR SHARE OF THESE VALUES!

The items shown here are only a few of the hundreds of Ward Week values. Hurry to Montgomery Ward and see them all. Save now on your Spring and Summer needs.

SAVE NOW—IN WARD WEEK!



1.69 Cotton Dresses and Brunch Coats

1²⁷

Sensationally Reduced For This Great Event!

What luck! To find brand new chambray and percale dresses on sale during Ward Week! Lots of pretty brunch coats, too—and new regulation work dresses for factory and farm. Sizes 12 to 20, 38 to 44—even extra sizes 46 to 52!

REDUCED FOR WARD WEEK



Men's \$3.18 Herringbone Work Outfits

2⁹³

For Neatness on the Job! 99% Shrinkproof Fabric!

When you buy an outfit—get a good one! And get it at a saving in Ward Week. This shirt and pant set will give you extra long wear. The herringbone pattern is woven-in, the fabric is Sanforized! Notice the construction—rip-proof seams, deep pockets, full sizes!

REDUCED FOR WARD WEEK

Save on Super House Paint in this Ward Week Sale!

2⁷⁵ Gal.

*• Cut-price in 5-gal. lots!
• You can't buy better.*

Here's Ward's famous top-quality Super House Paint—always a great value, now slashed in price! In tests with 6 famous house paints, SUPER proved it: hides better, covers more, has longer life! Single gallon . . . reduced to . . . 2.88



FOR WARD WEEK ONLY!

PENNSYLVANIA OIL LOW PRICED FOR WARD WEEK

Bring your containers! Stock up and Save!

15^C Qt. Plus Fed Tax

Here's the best protection you can give your engine . . . at a low Ward Week price you can't beat anywhere! It's the same quality 100% pure Pennsylvania Oil you'd pay up to 35c-qt. for in most service stations. Stock up at Ward's and Save!



REDUCED FOR WARD WEEK



1.59 Rayon Dress Lengths! Spring Colors

1⁴⁴ each

Rayon crepes in gay prints! Spun rayons in solid colors!

Cut even below their regular low price—for Ward Week! Smooth, easy-to-drape rayon crepes in such charming Spring prints! Smart spun rayons in plain colors for the classic clothes you need so much this year! 3½ to 4 yards long, 39" wide!

FOR WARD WEEK ONLY



1.89 Pow'r House O'alls

1⁶⁷

100% Union-Made

What a chance to save! Get the strongest, toughest overalls we sell. 9-oz. denim that won't shrink over 1%. Full, roomy sizes—rugged construction—at a low Ward Week price!

REDUCED FOR WARD WEEK



Fluorescent Cut from 8.75

7⁹⁸

With Two GE bulbs!

For kitchen or bedroom. Adapter type . . . Installed as easy as replacing an old light bulb. Fits any 4-inch holder. SEE IT TODAY! With High Power Factor . . . 8.88

SAVE NOW—IN WARD WEEK



Commander Battery 3⁷⁷

1 Yr. Guaranteed

59 plates, 80 ampere hour capacity. Ample power for normal starting and lighting requirements. Kwik-Start . . . 2 yr. Guarantee. 45 Plates, 100 Amp. Hr. Cap. . . . \$4.77

SAVE NOW—IN WARD WEEK



Homesteader Work Shirts

87^c

Now reduced!

Be economical! Buy Homesteaders now at this Ward Week sale price! These tough fabrics are Sanforized—99% shrinkproof. Non-rip sleeve facings, sturdy double-sewn seams!

SAVE NOW—IN WARD WEEK



Screen Doors for Comfort!

2⁶⁴

Sale Price

Popular not only because of its modern, trim design, but also because of its sturdy construction . . . kiln-dried Sugar Pine! 14-mesh galvanized wire keeps out small insects.

FOR WARD WEEK ONLY!



Eggshell-Ware Service for 8

12⁸⁸

53 pieces

Light-weight, American-made! 25% lighter . . . yet stronger than ordinary dinnerware. Wide ivory-rim, with roses and gold-colored scrolls. 95-pc. Service for 12 . . . \$22.97

FOR WARD WEEK ONLY!



Women's Sport Oxfords!

2⁴⁹

Rationed—Coupon No. 17 needed

\$2.69 value. Popular brown and white saddle oxford with sturdy, long wearing rubber soles. Favorites of girls everywhere cause they won't wear out in a hurry!

SPECIAL FOR WARD WEEK



Shirt Sale—1.49 Value!

1⁴⁴

Men! Shop Now!

We combed the market to bring you this sensational Ward Week value! Expensive-looking broadcloths—99% Shrinkproof! In new spring patterns—all woven in! Cut full!

SAVE NOW—IN WARD WEEK



Save on Farm, Utility Rope!

49^c

100 ft. 1/4-inch

Ward's rope equals or beats U. S. Government specifications for breaking strain. Sharply reduced!

100 feet, 3/4-inch . . . 98c
100 feet, 1/2-inch . . . 1.75

FARM STORE

SPECIAL FOR WARD WEEK



Hand Painted Luncheon Set

4⁹⁵

24 pieces

Ward Week only! Colorful "fruit" pattern! Firing process adds brilliance. 4 plates, cups, saucers, cereal-soup plates, bread-butter plates; veg. dish, sugar, creamer, platter.

REDUCED FOR WARD WEEK!



Sale! Women's New Sandals!

1⁶³

Not Rationed

Regularly \$1.89. You'll love this cool cotton slub weave sandal in the popular sling back style. Smart open toe and low Dutch heel in navy or white! Come in early and save!

REDUCED FOR WARD WEEK



Men's 8 Inch Logger Boot

6⁴⁷

Rationed—Coupon No. 17 needed

Regularly \$6.98. Lace-toe Logger boot with woodsman heel that digs in, holds on! Oil tanned leather uppers that resist moisture yet remain pliable. During Ward Week only!

FOR WARD WEEK ONLY!



Flower Bulbs, Roots Reduced

19^c

1 Doz. Size No. 1 Gladiolus bulbs

You'd expect to pay twice as much for these big healthy bulbs and roots. Reduced for Ward Week only!

Canna Bulbs, one pk. for 19c
Gladiolus Bulbs, 2 doz. . . . 25c

FARM STORE

SAVE NOW—IN WARD WEEK



Washable Window Shade

24^c

Sale price 1:1

Buy now and replace all your worn-out shades at a savings! Made of fine durable oil-coated fiber that looks like linen! Just tack to your own rollers! Cut size, 36" x 6'.



Ovenproof All-Glass Roaster

298

Easy, sanitary way to roast meat, fowl! Self-locking cover, lifting grips. Reduced!



Extra Large Upright Hamper

333

19x10x26½" high. Closely woven fiber. Enamel outside finish, sanded inside. Self-ventilated!



Glass Ovenware Roaster

177

Holds a 6-lb. roast. An ideal Dutch Oven! Snug-fitting cover keeps steam & juices in.



Reduced! 7-Pc. Earthenware Bean Pot Set

147

One large covered pot, 6 (8-oz. capacity) pots for baking, serving individual portions.



Famous Black Leaf "40" 1

36^c

1 ounce

Nationally known nicotine sulphate insecticide. 1 ounce makes six to eight gallons of spray!

SALE OF PLANTS

Tomatoes, Reg. 35c, doz. 29c
Peppers, Reg. 35c, doz. 29c
Dahlia . . . Reg. 75c, doz. 59c
Salvia . . . Reg. 50c, doz. 45c
Lettuce . . . Reg. 20c, doz. 19c



Lovely Bedroom Fixture

197

A new Hollywood creation! High lustrous China finish . . . hand decorated floral designs!



China Bath Set Reduced!

168

Price cut on 5-piece set. Towel bar, soap dish, robe hook, tumbler holder, and paper holder!

MONTHLY PAYMENT PLAN may be used on any purchases totaling \$10 or more! Buy NOW . . . pay LATER!

BUY WAR STAMPS . . . ON SALE AT

MONTGOMERY WARD

CATALOG ORDER SERVICE saves you money on thousands of items we haven't room to stock in our store!