

Montgomery Ward

THE BEST IN QUALITY...
THE LOWEST IN PRICE!

PROOF OF EXTRA VALUE SALE

The values you see on this page are PROOF of the money you'll save by shopping at WARDS... not only in a huge sale like this but EVERY DAY IN THE YEAR. You will find TOP-QUALITY merchandise at WARDS traditional money saving prices. Come in, and SAVE!



Savel Cotton Dresses

Value to 2.98

2²⁹

The cottons you love at these greatly reduced prices. Now's the time to stock up on them. If you hurry you'll find checks, plaids, stripes, solids in a variety of cotton fabrics in styles to suit each and everyone of you.

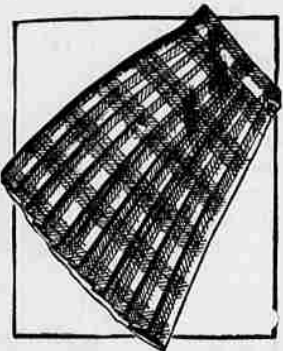


LACY GOWNS IN LOVELY, SOFT PASTELS

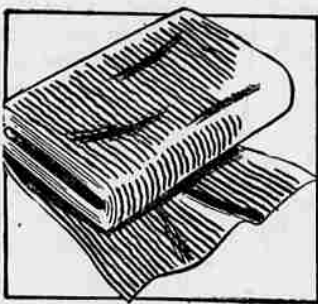
3¹⁷

Reg. 3.98

Just the gowns to keep you looking picture-pretty while asleep! All shimmering rayon prettied up with lace and satiny ribbons. Styled with form fitting self midriffs...full skirts. Come in and select one in soft pastels. In 34 to 40.

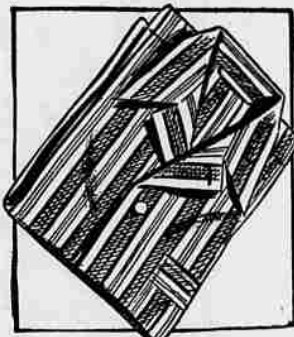


GIRLS' WOOL SKIRTS
REGULAR 2.98 **1.87**
Gay plaid or plain colors in circular and pleats. Many brilliant shades. 7 to 14.

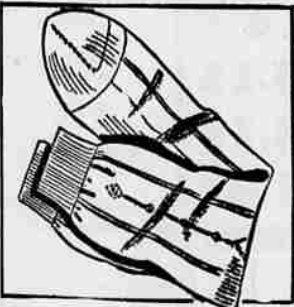


PRINTED SEERSUCKER
REGULAR 79c **Yd. 57c**

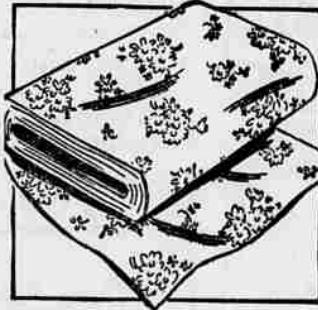
Crisp plisse seersucker needs no ironing. Checks, stripes, florals. 38" wide.



MEN'S COTTON PAJAMAS
REGULAR 3.29 **2.77**
In assorted patterns and colors with drawstring waistband. Sizes A-B-C-D.

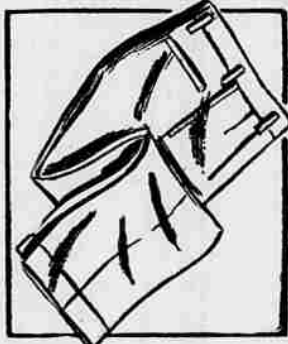


MEN'S DRESS SOCKS
REGULAR 29c **5 For 1.00**
In distinctive patterns, light shades. Cotton reinforced feet. Sizes 10 to 13.



RAYON SHEER PRINTS
REGULAR 1.69 **Yd. 1.27**

A fine sheer fabric for your Summer wardrobe. Delightful washfast florals.



MEN'S ALL-WOOL SLACKS REG. 12.95 **9.88**
Well tailored with pleated fronts, zipper closings. Solid colors. 29 to 40.

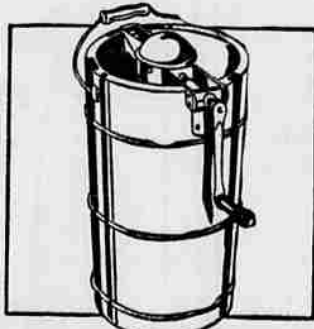


BOYS' PRINT SHIRT
REGULAR 1.98 **97c**
Popular long sleeve style of Sanforized cotton. (1% shrinkage.) 4-10.



WOODSMEN'S BOOT
REGULAR 10.98 **8.97**

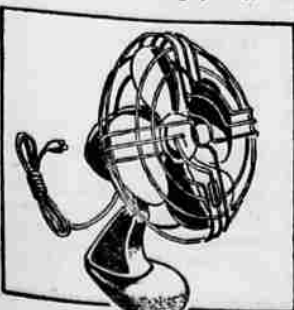
Sturdy men's boot in black oil-tanned leather. Heel digs in and holds on rough ground. Double leather soles with rubber tap. Sizes from 6 to 12.



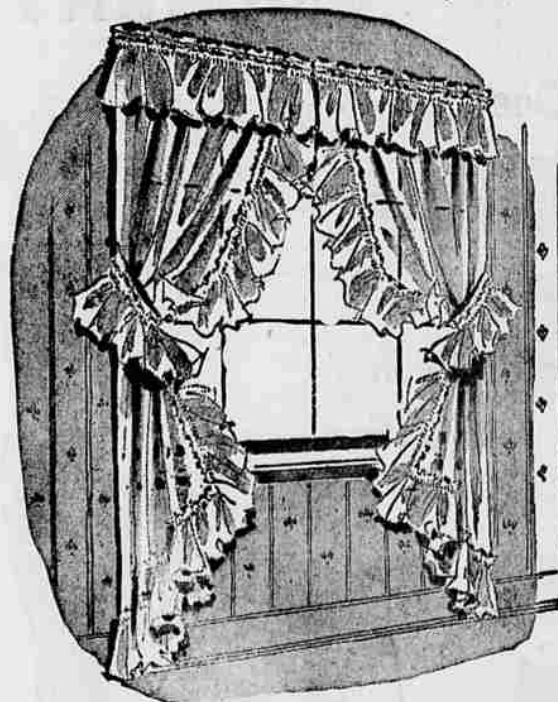
2-QUART ICE-CREAM FREEZER
Reg. 6.95 **5.44**
Heavily tinned steel cream can; water-tight Cedar tub; metal gears! See it!



FLAT WALLPAINT
REGULAR 3.39 **Gal. 2.88**
Rich velvet-flat pastel colors. Washable, easy-to-apply.



10" STATIONARY FAN
REGULAR 11.45 **8.97**
Enjoy a cooling breeze! Brown crackle-finish base. AC only.



PRETTY-AS-A-PICTURE DOTTED PRISCILLAS

2⁹⁷

Reg. 3.49 Pair

You'll like the fresh, crisp look these curtains give your windows! Made of a fine, sheer dotted marquisette—firmly woven to wash, wear well! And edged in the widest, frillest ruffles you've seen on curtains at this low price! Each side, 40" wide by 81" long.



All Virgin Wool BLANKET In Lovely Colors

10⁹⁷

Absolutely no better 4 lb. blanket in this price range is woven in America today. Of fine quality 100% virgin wool with a firm underweave, resilient nap. In pretty colors: rosebud, blue, or peach with a striking 6" rayon satin binding. 72x90" size.