

OPEN UNTIL 9 P.M. EVERY FRIDAY NIGHT

Montgomery Ward

WARD WEEK

WHEN ALL AMERICA SHOPS and SAVES!



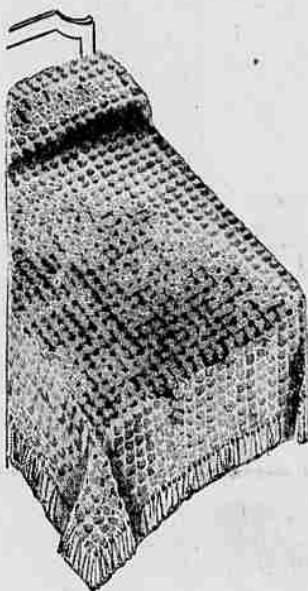
ALL-WOOL COATS
VALUES TO 45.00 **37⁰⁰**

All wool needle point or gabardine in boxy and fitted styles. Some with zip-out lining. Colors in wine, grey, black or brown. Sizes 12 to 20.



PINNACLE DE-LUXE
PERCALE PRINTS **42^c**

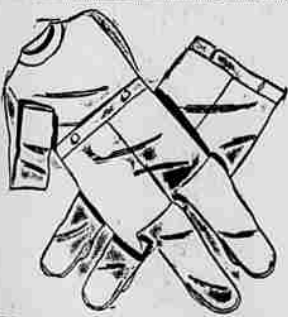
Fine-quality 80 sq. percale in smart new floral prints. Use it for children's apparel, dresses and blouses. Practical too for pajamas and casual wear. 35-36".



WARDS REG. 5.98
HOBNAIL BEDSPREADS **4⁵⁸**

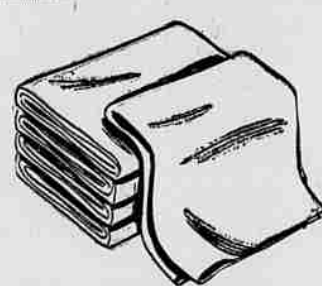
Flattering to every bedroom and so low priced! Thousands of fluffy tufts, a deep fringe on three sides. Choice of white or pastels. Full, twin sizes.

VALUES THAT PROVE WHY WARD WEEK IS FAMOUS AS "AMERICA'S GREATEST SALE!"



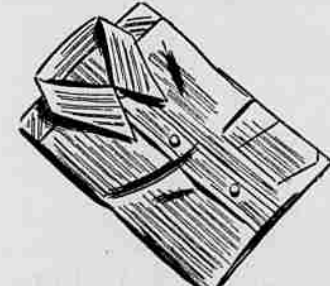
CHILDREN'S 2.19
COZY KNIT SLEEPER **1⁸⁸**

Cotton knit sleeper with covered feet. Pink, blue, maize. Extra pants. 1 to 4.



29c LOCKSTITCHED
FLOUR TOWEL **4 for \$1**

Made from strong, good quality cotton. Use for dozens of household chores.



SALE OF REG. 2.39
MEN'S DRESS SHIRTS **1⁸⁸**

In neat patterns and stripes, with non-wilt fused collar. Sanforized! 14-16.

COME IN TO WARDS DURING WARD WEEK! CHECK EVERY SPECIAL... AND SAVE!



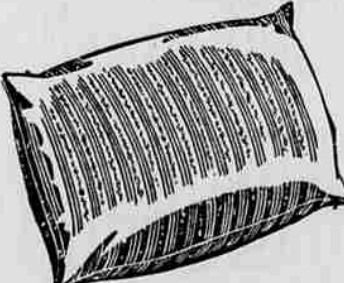
PLASTIC CHROME
4-PC. DINETTE **77⁸⁸**

Reduced! Table extends to 52" with 10" leaf. Chrome plated legs. 4-leg chairs.



RELAX IN COMFORT
PLATFORM ROCKER **39⁸⁸**

Steel coils covered with fluffy cotton pads. Durable floral figured Tapestry.



BUDGET-PRICED
FEATHER PILLOW **each 1²²**

Plumply filled with 100% chicken feathers. Long-wearing ticking.

YEAR'S LOWEST PRICES!

SHOP AT WARDS AND SAVE!

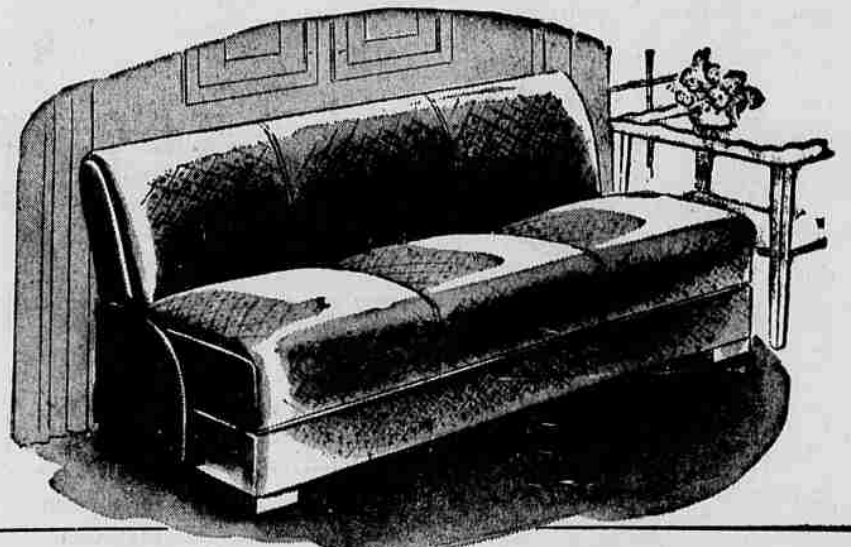


PRICE CUT
ON WING STEP
5.98 CASUALS

4⁹⁹

GIRLS! You don't want to miss this sale... you're sure to find your favorite casual in the group (only three styles shown). Every pair a Goodyear Welt... all with comfortable, down-to-earth heels and long-wearing soles. Sizes from 4 to 9.

Buy Your Christmas Gifts Now...
On Wards Christmas Lay-Away Plan!



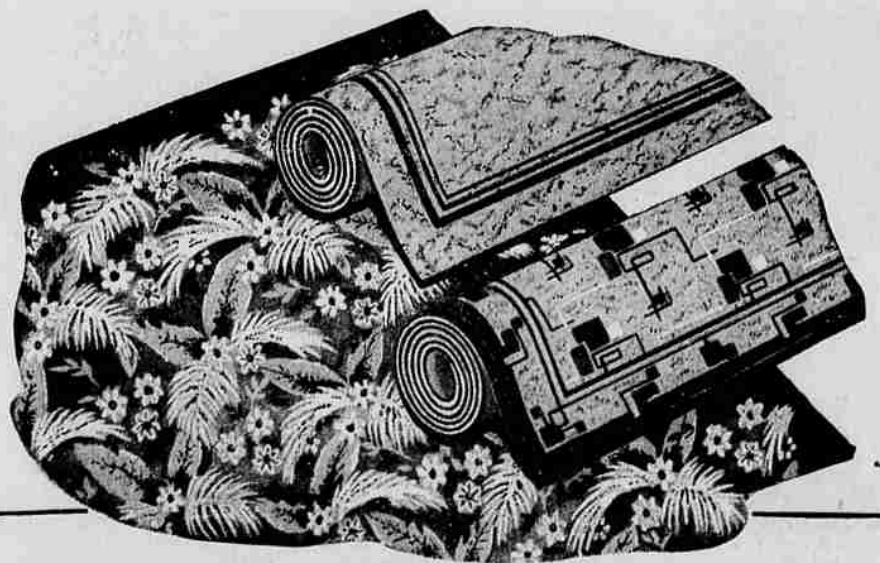
HANDY ARMLESS SOFA BED

Reg. 69.95

If space is your problem, here's the answer! A comfortable sofa covered in a small dot, long-wearing Tapestry. Opens to an inner-spring bed for two. "Flexolator" insulation construction assures comfort day or night.

49⁸⁸

On Terms: \$6 Down,
\$6 a Month



REG. 9.95 HEAVY WARDOLEUM RUGS

8⁴⁴

Hurry to take advantage of this Sale price on floral, tile and marble patterns! Heavy felt base, with a fine enamel surface that's baked porcelain-smooth. That means long wear... and less work for you because they resist staining, clean in a wink! 9x12'.

USE WARDS MONTHLY PAYMENT PLAN TO TAKE ADVANTAGE OF THESE WARD WEEK VALUES.