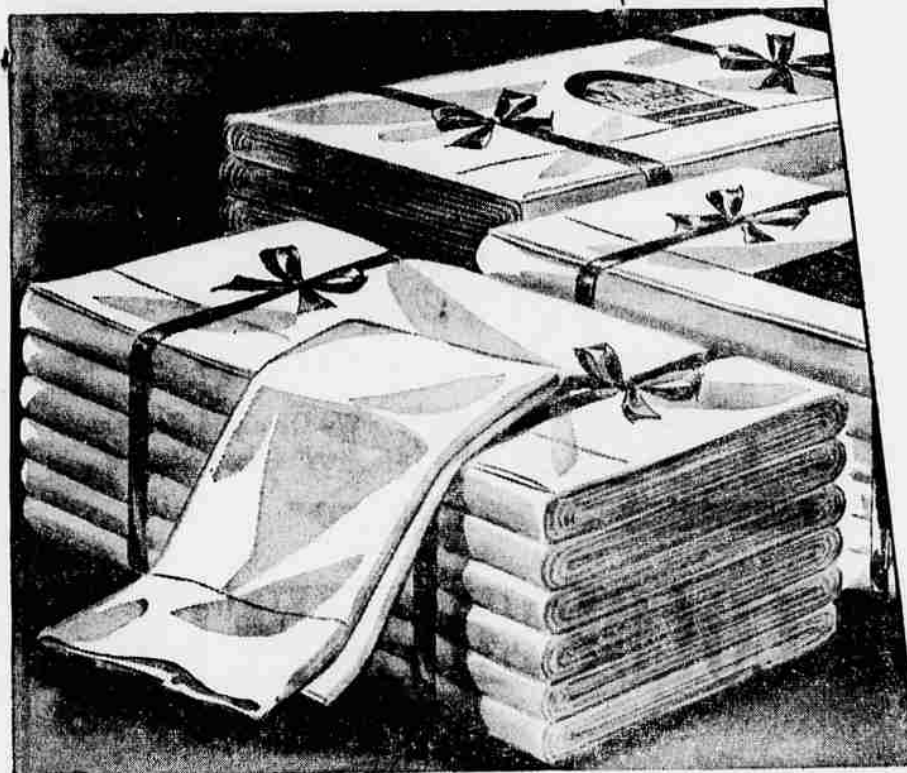


STARTS TOMORROW! TERRIFIC VALUES!

Montgomery Ward January

155 North Liberty Phone 3-3191
OPEN 'TIL 9 FRIDAY NIGHTS
 Elevator Service to All Floors

WHITE SALE



WARDS LONGWEAR SHEETS REDUCED!

164
81 x 99"

Get down to Wards early and save! Popular thrift-priced muslins now cut-priced... they'll sell fast because they're known for strength and wear. Type 128 tightly woven sheets; wide 3-inch top hems, strong selvages.

72 x 99-inch Sheets.....now 1.58
 81 x 108-inch Sheets.....now 1.74
 42 x 36-inch Cases.....now 35c

TREASURE CHEST SHEETS ON SALE!

204
81 x 99"

Slashed prices on Wards smoother, quality-famed luxury muslins that give years of wear! 140 threads of long staple cotton in firm weave per sq. in. Sturdy tape selvages mean less laundry rips! 3" top hems.

72 x 108-inch Sheets.....now 2.04
 81 x 108-inch Sheets.....now 2.24
 42 x 36-inch Cases.....now 41c

WARDS DE LUXE PERCALE BUYS

264
81 x 108"

Now... enjoy the best in bedtime luxury at White Sale prices! Silky smoother percales, with 180 threads to the sq. in. for tight sleek texture. Percale's light weight saves on laundry cost. Don't miss out...shop today!

72 x 108-inch Sheets.....now 2.44
 90 x 108-inch Sheets.....now 3.04
 42 x 38½-inch Cases.....now 52c

Sturdy, Quality Unbleached Muslin Sheet-
 ing, 81 Inches Wide, Sale-priced.....

54c
Yd.

Reg. 59c Yd. Bleached Pillow Tubing,
 Firmly Woven, Smooth, 42" Wide.....

46c
Yd.

REG. 3.98 JACQUARD BORDER BLANKET **348**

A buy at the regular Ward-low! 5% wool, 70% rayon, 25% cotton...adds up to 2¼ lbs. of puffy warmth! New jewel tones. 70x80".

4.98 PLAID PAIR IN A WARM NEW BLEND **399**

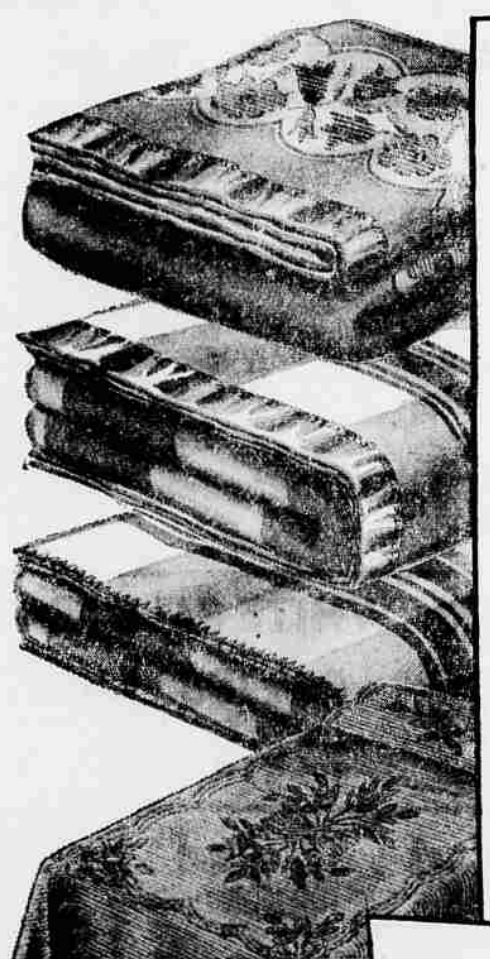
Two blankets woven in 1 length and used double. New composition—5% wool, 60% rayon, 35% cotton. 70 x 80" for ample tuck-in, 4" binding. 4 smart plaids! 3¼ lbs.

REGULAR 1.59 COTTON PLAID SINGLE **138**

Get several at this give-away low! Closely woven with a soft, fluffy heat-retaining nap. 1¼ lbs. Blue, rose or peach plaids. 70x80".

FORMERLY 6.98 TO 8.98 CHENILLES **599**

Get one for every bed in your house! Choose from elaborate florals, new pin-point velvety soft designs, novelties! Twin or full.



Reg. 1.98 White Sheet Blanket, Warm; Fleece Nap. 70 x 95" size..... **168**

Reg. 3.59 Unbleached Mattress Cover. Full size.....54x76 in. Sanforized. **299**

Reg. 3.79 Quilted Mattress Pad of Bleached White Sheeting. 54x76". **318**

Reduced! Unbleached Muslin. Practical For Home Uses. 36-in..... **19c** Yd.

Reduced! Bleached Muslin. 80 x 80 Thread Count, 36-in. Wide..... **29c** Yd.

Sale-Priced White Cotton Flannel. Warm, Fleece Double Nap, 27"..... **22c** Yd.

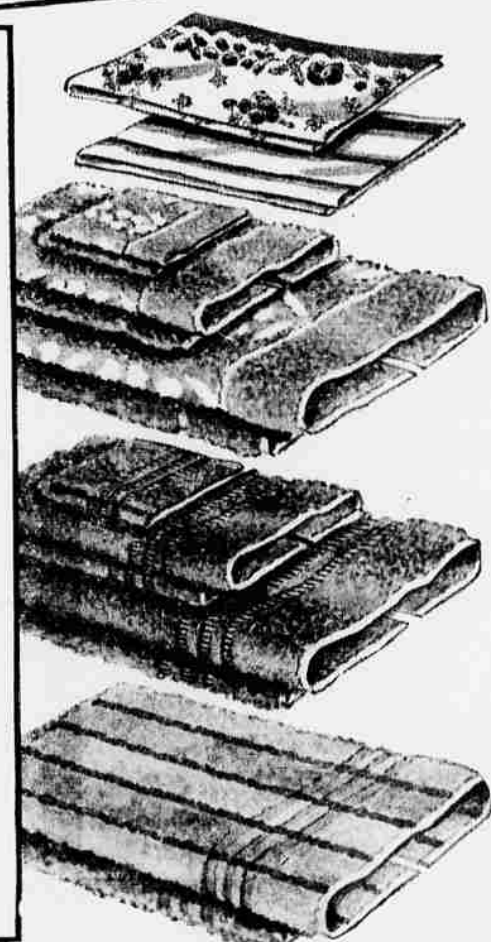
Reg. 45c Yd. Stevens "P" Quality Pure Linen Toweling, 17-in..... **37c** Yd.

Wards standard ACA 8-Oz. Ticking of Featherproof Striped Cotton..... **54c** Yd.

Reduced Flour Sack Towels, 30" Bleached, Absorbent Squares For Drying, Dusting, Wrapping..... **5 FOR 100**

Save Now! "Startox" 25% linen, 75% Cotton Toweling With Washfast Striped Borders. 17-Inches.....Quick drying! **5 Yards 127**

White Sale Special Cannon Knit Cotton Dish Cloths in Attractive Kitchen Colors. Washfast, Sturdy and serviceable.... **6 FOR 42c**



SAVE ON GAY COTTON DISH TOWELS! **4 for 99c**

Sturdy cotton in an assortment of patterns... fruit, figured or floral prints; vivid multi-color stripes. About 16 x 30" sizes.

SALE! NEW "DOGWOOD" BATH TOWELS **79c**

Cannon's reversible-design jacquards in a handsome floral pattern... all of 5 radiant colors cut-priced! Size 20x40 inches.

• Face Towel...43c • Wash Cloth 19c

REGULAR 1.69 "MELODIE" BATH TOWELS **114**

Huge reduction on Cannon's luxurious terry towels! 24x46" size, self dobby border—white, flamingo, aqua, pink or yellow.

• Face Towel...67c • Wash Cloth 27c

SAVE! MULTI-STRIPED BATH TOWELS **37c**

Husky cotton terry towels by "Cannon" in carnival combinations... green, pink, peach or yellow predominating. Size 20x40 inches.

• 10c Pastel Wash Cloths.....6 for 54c

SPECIAL PURCHASE! CHENILLE SPREAD

377

A wonderful new style at a wonderful low price! Save extra dollars! Get yours now during this big sale! It's fashion's latest... dainty, velvety pin-point tufting... luxuriously soft... yet not easily crushed. Flamingo-red, hunter-green, gold, dusty rose, med. blue or white. Rich 4" matching bullion fringe. See it today in twin and full sizes.

89c "GLENDALE" BATH TOWEL SALE

67c

Lovely sturdy turkish towels by "Cannon" now cut-priced! Here's your chance to buy up colorful decoration for your bathroom while you save money... these beautifully simple designs are featured in aqua, flamingo, green, pink or yellow. Size 22 x 44 inches. Get yourself some complete ensembles. • 49c Face Towel... 37c • Wash Cloth... 17c

