STARTS TOMORROW! DON'T MISS THESE EXCITING OPENING DAY VALUES!!

Montgomery Ward

WARD WEEK

WHEN ALL AMERICA SHOPS AND SAVES!

155 N. Liberty
Phone 3-3191

RECORD LOW PRICES!

Save at Wards

ALL OUR 1.98 NEW BLOUSES IN COTTON

1.78

White and pastels

Come save on the blouses that give so much top quality for so little money. Chambrays, percales, piques, batistes, and broadcloths—all outstanding buys. Choose them today! 32 to 38.

Reduced from $1

JOAN BROWNE BRA IN THREE STURDY FABRICS

88c

Hurry . . . Get Several!

Don't dally another minute . . . they'll go fast! Nylon . . . cotton . . . or rayon satin in pink and white. Really figure flattering . . . try one on and see for yourself! A-B-C cups in sizes 32 to 40.

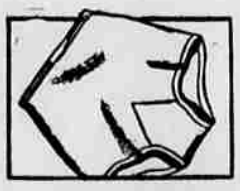
Cotton Sale!

1.98 DRESSES FOR GIRLS 7-14 NOW REDUCED!

1.78

Wide Style Assortment

Frilly, full-cut frocks in crisp fine quality cotton reduced just for this sale! Radiant Spring pastels and high tones featuring skirt or sleeve interests, dainty accents. See this ruffled style!



REG. 49c BEAU DURA BRIEFS
Spun-lo Rayon **44c**

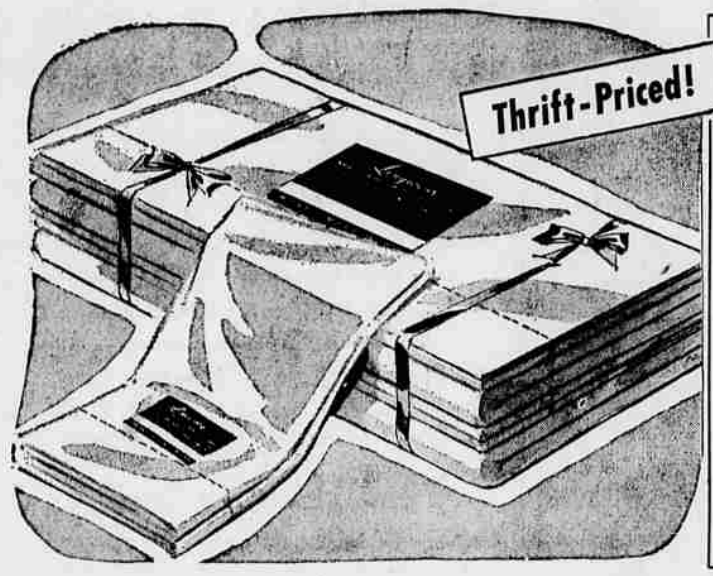
Smooth fitting, long wearing elastic leg and band leg briefs. Pink, white. All sizes.

3.29 CHILDREN'S SHOES
Sale-priced at **2.88**

See the saving on these good quality Green Bands! Brown, with Wardo-o-lite soles. 8½-3.

REG. 1.98 WOMEN'S SANDALS
Sharply reduced! **1.78**

Famous "Skips," at a sale-saving! Multi-colored fabric, crepe-type rubber soles. 4-9.



Thrift-Priced!

WARDS FINE STURDY LONGWEAR SHEETS

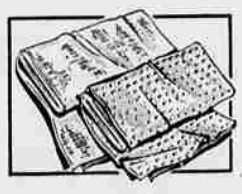
1.67

81x99-Inch Double Bed Size

- Strong Type 128 Thread Count!
- Long Service for a Thrift Price!

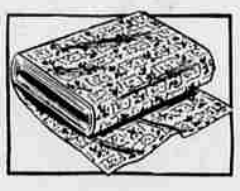
Housewives know the "Longwear" label means good quality . . . that it means, too, you get the soft, smooth finish that spells bedtime luxury. Strong tape selvages; 3-inch top hems.

- 72 x 99" Size, on sale now **1.59**
- 81x108" Size, on sale now **1.77**
- 42x36" Case, on sale now **37c**



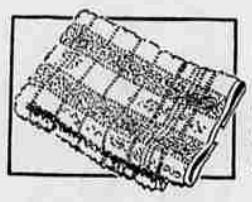
REG. 39c CURTAIN MATERIALS
39" to 48" wide **28c** yd.

White checked voiles, others with color! Ecru nets, rayon marquisettes. Save!



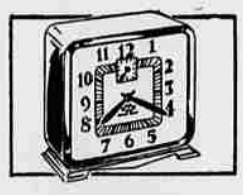
REG. 39c PERCALE PRINTS
80 Sq. Count! **34c**

Save plenty! Big assortment of washfast colorful prints for every purpose. 35/36 in. wide.



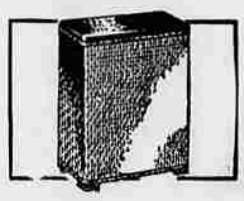
CANNON NEW BATH TOWEL
Outstanding Buy **39c**

Thick thirsty terry in a novel checked pattern . . . rose, green, blue or yellow. 20 x 40 inches.



3.98 ALARM CLOCK REDUCED!
Bell alarm **2.99**

Wind just once a week! Handsome ivory metal case; white dial, black numerals, hands.



CLOTHES HAMPER SPECIAL! **4.99**

Washable, self ventilating! 11x16x26 inches. Choice of 3 lovely colors . . . blue, white, peach!

MIXER SPECIAL!
3 SPEEDS
Shop Early! **17.44**

Does ALL mixing jobs — saves time, work! Chromed beaters. Large bowl, recipes, AC-DC.

MANY TIMELY SAVINGS!. CHECK EVERY ITEM!

New Vitalized!

WARD WEEK OIL SALE!
EVERY DROP REDUCED!

16½c

In your container. *Federal Tax Incl.

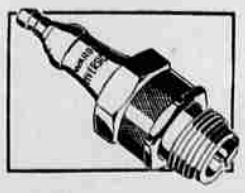
- Reg. 2.19 Two-gal. can . . 1.78*
- Reg. 5.59 Five-gal. can . . 4.78*

NOW—save dollars on PREMIUM GRADE Vitalized—none finer at any price. "Solvent Refined" — better than ever, 100% pure. Clings to the "hot spots" where ordinary oil fails. Gets rid of sludge, keeps motor clean for peak performance. Stock up NOW!

- Reg. 1.39 Five 1-qt. cans 1.03*

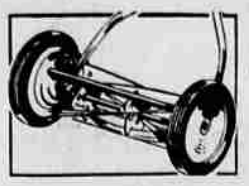
EXTRA LOW PRICE
SAVE!
"Commander" **6.38** Exchange

Guaranteed 12 months. Amazing low price for 80 ampere-hour capacity, 39 plates.



NEW LOW PRICE
REG. 43c
Buy a set! **30c** each

Can't be beat at any price! New pep and power—quicker starts. Extra gas savings.

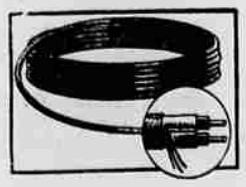


SAVE EXTRA NOW!
16" MOWER
Tubular handles **17.44**

Value-packed quality at sale savings! 5 steel blades adjust for ¾-1½" cut. Enclosed gears.

2.29 LUNCH KIT
REDUCED
Easy To Clean **1.88**

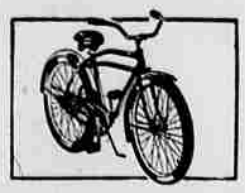
Sanitary, enameled metal box keeps food fresh. Pint vacuum bottle clamps in lid.



NON-METALLIC CABLE
REG. 4.75
No. 12/2,100' **4.25**

Copper conductors, tough insulation. UL, REA approved.

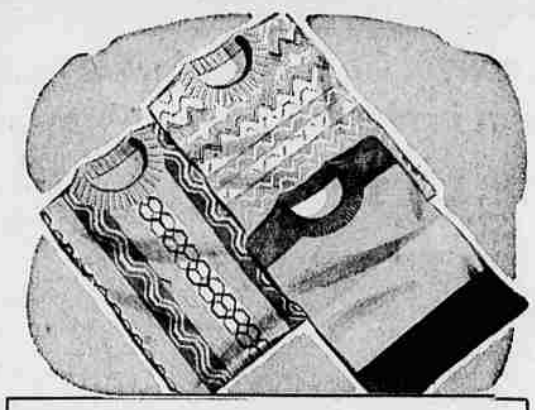
- 3.75 No. 14/2, 100'...3.25



38.95 HAWTHORNE BICYCLE
10% down on terms **35.88**

Equipped with nationally-known coaster brake, safety chain guard, kick stand, rear reflector, balloon tires!

WARD WEEK SPECIALS!

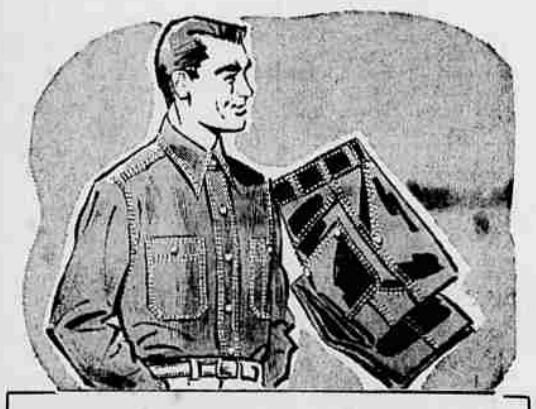


REG. 1.59 MEN'S FANCY TEES

Save—stock up for now and Summer! New fancy raschels and flat-knit blazer stripes in a whole rainbow of colors. Every one cut extra long. All sizes. **1.44** Ward Week Only!

MEN'S 2.49 BROADCLOTH SHIRTS!

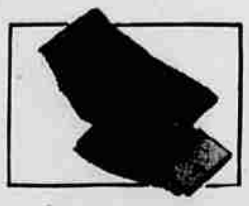
Ward Week Special! Newest patterns, pastels, whites in regular fused and spread collar styles. All Sanforized and vat-dyed. Save! **2.24** Big Selection!



1.19 TRIPLE-SEWN WORK SHIRTS

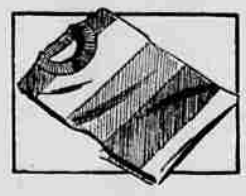
Save—stock up now for Spring and Summer. Tough Sanforized blue chambrays! Every main seam triple sewn. **1.07**

- 2.89 11-oz. Saddle Pants . . 2.68 Ward Week Price



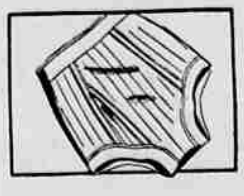
REG. 1.39 BOYS' BLUE 8-OZ. JEAN
Sanforized! **1.24**

Sturdy 8-oz. denim. Copper-riveted or bar-tacked at strain points. Strong seams. 6-16.



JR. BOYS' REG. 59c KNIT SHIRT
New Spring Stripes **48c**

Time savers for busy mothers! Easy-to-wash . . . need no ironing. Gay combinations. 4-10.



59c SPEED SHORTS FOR MEN!
Combed cotton! **48c**

Styled to give an active man extra comfort. Elastic waist, taped fly. All sizes.