

135 N. Liberty
Phone 2-3191

Montgomery Ward

Open Friday
Night 'Til 9

PRICES
REDUCED

WARD WEEK

STARTS
TOMORROW

WARD WEEK SALE! OUR BIGGEST SALE OF THE SEASON - 10 DAYS STARTING TOMORROW! SHOP FOR SALE - SAVINGS IN EVERY DEPARTMENT. PRICES CUT THROUGHOUT OUR RETAIL STORE. YOU GET TOP VALUE FROM EVERY SHOPPING DOLLAR WITH WARDS HIGH QUALITY AT LOW PRICES. USE WARDS CONVENIENT MONTHLY PAYMENT PLAN FOR SAVINGS DURING THIS EVENT. SAVE 10%, 20%, 33% AND EVEN 50% OFF OF OUR REGULAR SELLING PRICES THE DURATION OF THIS SALE. MERCHANDISE WAS PURCHASED MONTHS AHEAD FOR THIS, OUR GREATEST PROMOTION - WARD WEEK! SHOP EARLY!



**SPECIAL
BABY PANTS**
17c pr.

Absorbent flat-knit white cotton. Double-thick crotch, elastic waistband and rib-knit leg-openings. Sizes from 1 to 4.



**REG. 3.98
CHILD'S SHOE**
2.94

A Ward Week special purchase brings you a this Good Quality brown leather Oxford. 8 1/2-3. Moc-Toe, Good-year welt.



**REGULAR \$1
WARDS BRAS**
78c ea.

Nylon, acetate satin, or cotton. Circular stitched bust sections add support. Front elastic. AA-C cup. Sizes 30-42.



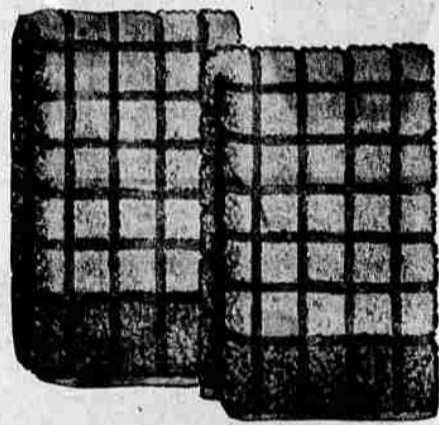
**REG. 4.98
LOUNGER**
3.94

Our usual 4.98 quality, specially priced for Ward Week saving. Golden tan leather with cushion crepe soles. 4-9.



SAVE 25% COTTON PLISSE

Regular 59c **44c** Yd. Needs no Ironing
Over 50 patterns including florals, geometrics, plaids, nauticals and splashy prints in vivid colors. Easy laundering, practical for family casual wear. 36 in. WARDS USUAL QUALITY solid color, 36".



SPECIALY PRICED TOWELS

Absorbent **38c** 20x40 in.
Big values in budget-priced Cannon Bath Towels. Fluffy, medium-weight cotton terry is woven in colorful, washfast window-pane checks on white. Long wearing. Blue, flamingo, sungold, green.



15 DENIER - 60 GAUGE

Special **78c** Carol Brent
Sheer first quality 15 denier, 60 gauge Nylons—all full-fashioned. High gauge means high resistance to snags for extra long wear. Your choice of leg-slimming dark or slim regular seams. 8 1/2 to 11.



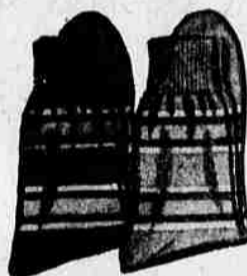
MEN'S 2-STAR BRENT SHIRTS

Regular 2.49 **1.99** Sizes 14-17
In this big assortment you'll find dress shirts to please every man. Sanforized broadcloth in vat-dyed stripes, solids or popular white—all with non-wilt collars that stay neat all day long. Reduced



**SPECIAL
PURCHASE**
13c each

White handkerchiefs, usually sell for 20c. Firmly woven, smooth cotton with woven pattern borders. Large size.



**SPECIAL
PURCHASE**
23c pr.

Boys' Blazers. Washfast, vat-dyed combed cotton. Nylon reinforced heel, toe. Snug elastic tops. Sizes 7 1/2 to 10 1/2.



**REGULAR 45c
BOYS' SHORTS**
37c

Ribbed knit combed cotton. Heat-resistant elastic. Double fabric crotch for longer wear. Boys' sizes 10 to 16 years.



**REGULAR 98c
KNIT SHIRTS**
77c

Boys' and girls' favorite fancy stripes in new spring colors. Soft combed cotton in short sleeve style. Sizes 3-6X.



REGULAR 7.98 TOPPERS

Navy blue **6.88** Misses' sizes

Save on the new spring Topper you want for smartness and service. They're rayon gabardines, fully lined with rayon taffeta. Outstanding buys at regular price, they're unusual at this new low price.



REG. 3.98 CUTE COTTONS

Save 1.01 **2.97** Sizes 7-14

Save now on fine quality, woven tissue sheers in stripes, solids or check combinations. Carefully detailed with new spring touches, full whirling skirts. REGULAR 2.98, sizes 3-6X 1.97



CRISP TRIMMED COTTONS

Petticoat **1.34** Slip **1.58**

(A) Regular 1.69. Fine Sanforized broadcloth, eyelet embroidery. All-round elastic waist. All sizes.
(B) Regular 1.98. Lovely styles in Sanforized cotton—lavish eyelet embroidery. In frosty white. 32-44.



REG. 5.49 TWILL SET

3 Colors **4.92** All sizes

Good quality Army-type carded cotton twill at a low price. Sanforized, Mercerized for long wear. Choose from 3, vat-dyed colors: gray, tan, bark-tan. REG. 2.49 SHIRT, 2.24 REG. 2.98 PANTS, 2.68

LOOK FOR OUR CIRCULAR! ! HUNDREDS OF VALUES NOT SHOWN HERE.