

Begins Thursday
October 4

WARD

Ward Week Fabric Event!... Check These Savings!

Sylvania Prints

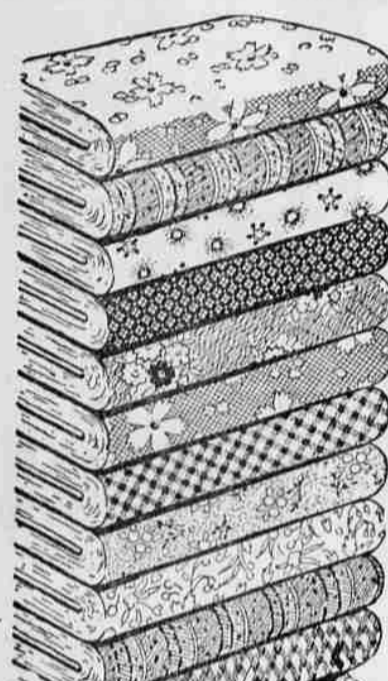
Ward Week Is Your Week for Big Values! Get Your Share!

Girls big and little, dot on the tub-fast patterns of Ward's famous Sylvania! And they're priced so low in Ward Week! Their rich Fall colors and exciting designs are an inspiration to ladies who can sew! Now! Get your needles into the new plaids! Stripes! Checks! Tweedy effects! All are 36 inches in width!

12¹/₂ Yd.

Ward Week Brings Big Savings!

Solid Color Broadcloth 10c Yd.
It has so many uses! You can make grand washable smocks, frocks, pajamas, and shirts of it! Choose from white and many pretty patterns! Why not use two contrasting colors for a smart effect? 36-inch width. Save in Ward Week!



81x99-Inch

Longwear Sheets

What a saving for value-wise home makers! Ward's famous "Longwear" wear and wash well; 36-in. wide! Stock up now and save!

88c

Outing Flannel

Save now on the flannel you need for soft, warm night-wear! Fancy stripe effects. Washes well; 36-in. wide!

12¹/₂ Yard

Bath Towels

Get all the big thirty bath towels you need, at special Ward Week savings! These are 22 x 44 inches; pastel edges.

10c

Bleached Muslin

Priced Low for Ward Week! Bleached! 36 inches wide! Slightly starched!

10c

Unbleached Muslin

Priced LOW in Ward Week! Fine, close weave muslin for sheeting, pillow cases, etc. Bleached, in 36-inch width! Save!

9c

27-in. White Flannel

Specialty priced for Ward Week! Soft, smooth cotton flannel. For comfortable night-wear!

10c

Pillow Cases

Ward's famous "Longwear" quality! 42x36-inch pillow cases, priced exceptionally low for Ward Week only! Save Now!

23c

SILK PONGEE

At a Low Ward Week Price!

15c Yard

You can make easy-to-laundry undies, slips, dresses and curtains of our full-weight all-silk imported pongee. Natural tan shade. 33 inches wide! Save right now!



Bib Aprons

Fruit-of-the-Loom Percale!

Low Ward Week price! Five styles in gay prints. Save at...

25c



Wash Frocks

Wash Prints! Ward Week Priced!

New cottons! Sizes 14 to 52! All short sleeves. Save!

88c

Every New Fall Cotton Priced Low During Ward Week!

Wash frocks 59c

You'll never forgive yourself if you don't get an armful of these crisp new percales—now—while they're priced so amazingly low for Ward Week! Saucy stripes! Plaids! Prints! Slim skirts! Sizes 14 to 52.

WARD WEEK Special



PANTY FROCKS

Ward Week brings big savings! Gay little print percale frocks with clever collars, new details! Tub-fast. Sizes 1 to 6!

49c

Save! Taffeta Slips

Royal! Very Fine Value!

Rich lace trimming. Bias cut California V-top! Priced for savings! Full length.

59c



Rayon Lingerie

Special low Ward Week price! Fine, well-finished rayon, regular and extra sizes. Save!

33c



Rayon Lingerie

Ward Week savings on bloomers, shorties, panties! In regular sizes only. SAVE!

19c



Sale of Curtains

Ward Week Special

3 Styles to Choose From

Princesses in new fabrics. New fringe weaves lace panels in four different patterns. Big values!

55c



Curtain Goods

Ward Week Special

Missionette Cushion dot, and printed marguerites. All at 6c yd.

9c Yd.



Blankets

Priced Low for Ward Week!

5% wool plus China cotton! Pinstriped! Pastel! 70x80 inches. Ea.

\$1.00



Blankets

Low-Priced in Ward Week!

5% wool, fine cotton! Pastel! Pastel! Pastel! Bound. Pair

\$2.39



Blankets

Pinstriped! Priced for Ward Week!

Warm cotton! 70x80 in. Double! Pastels. Value!

\$1.33



Bedspreads

Low-Priced for Ward Week!

Heavy cotton Jacquard! 80x105 inches! Scallop! Each

\$1.44



Marquisette

Ward Week Price!

39 in. wide! Sheer, evenly woven. Drapes beautifully.

9c Yd.



New Panel

Saves in Ward Week!

Sheer marquisette in cream or ecru. 3 inch fringe on hem. 36-in. wide.

25c Ea.

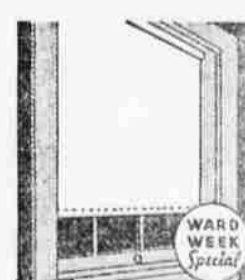


Priscillas

Low-Priced in Ward Week!

Cushion dots on sheer grenadines.

77c



Window Shades

Priced for Ward Week!

Water color finish! Smooth rollers. 30x6-ft. cut length.

39c

WEEK

When all America goes Shopping!

Windsor Metal Bed
Save More Ward Week!
\$5.88
A Huge Ward Purchase Brings You This Value! All metal, mottled tubing, built to last a lifetime. Walnut finish. In full or twin sizes.

Chest
Ward Week Special!
Dormitory—ready to paint. Five deep drawers. Now ... **\$4.48**

Mattress Special
Save at This Price!
\$6.88
Buy Now! Price Goes Up After Ward Week! 40 points of felt cotton interior! Covered in attractive art ticking.

90 Coil Double Deck Spring ... **\$8.88**
90 Coil Double Deck Spring ... **\$8.88**

Spring
Ward Week Special!
90 deep Premier wire coils ... **\$5.88**
Single deck ... **\$5.88**
99 Coil Double Deck Spring ... **\$8.88**

Wards Regular \$27.95 Grade!
AXMINSTER RUGS
\$24.88
Price goes up after Ward Week! Save more now! Beautiful seamless Axminster rugs — copies of luxurious Oriental designs woven of fine imported rug wools for longer wear! Because Wards placed a huge order months ago for these rugs, we can offer them in Ward Week at even greater savings!

Amer. Orientals
Reg. \$32.95 Grade 9x12 Rugs!
\$29.88
Colors woven through to back. Copies of Persian designs—seamless and fringed. Save!

Little Tables
Save During Ward Week!
\$1.88
Choose or 3 Styles—Special for Ward Week!
Lamp table, radio table and three-dial magazine rack—all in walnut finish!

Chair
Priced for Ward Week!
Full size! Covered all over in nonspun tapestry ... **\$4.88**

Breakfast Set - 5 Pcs.!
Buy Now, Save More!
\$6.88
Unfinished—Paint It Yourself—Save More!
Dropleaf table and four Windsor chairs—handy, smart, heavy turned legs.

Chair
Built Strong! Save in Ward Week!
Unfinished—ready to paint. Stained smoothly hardwood ... **88c**

Wardoleum 9x12 Rugs
Reg. \$7.45 Grade!
\$6.79
3,000,000 Footsteps Couldn't Wear It Out!
Super-Servicel! Wards extra heavy Wardoleum Rugs—at extra saving for Ward Week only! Stain and waterproof. 6x9 Size ... **\$3.49**

Rug Cush'n
Regular \$4.98 Ward Quality!
All hair cushion—double life of rug. Buy now! 5x12 ft. ... **\$3.98**

Axminsters
22-36-in. Size!
\$1.29
Slid-proof Axminsters at special low price! Water proof, stainproof. Lined foot ... **27c**

Wardoleum
Wards \$5.95 Grade 9x12-Ft. Rugs!
\$5.79
Yes, the 9x12-foot size! Price goes up after Ward Week! Water-proof, stainproof enamel surface rugs in new designs. Buy now!

Sensational Low Price Ward Week Only!
Coal-Wood Range
\$57.95
\$5 Down, \$6 Monthly Small Carrying Charge
Unusual size and quality even at the regular price! In Ward Week you save still more! Big over-sized cook top of polished cast-iron! Full porcelain enamel in ivory and green—easy to clean as a china dish! Big plate and warming shelf! And cast-iron construction, of course. The best! Heavy duplex grates take coal or wood! Come see it now! Remember: this price Ward Week only!

- Full Porcelain Enameled!
- Polished Cast Iron Cook Top!
- Full 8-inch Oven!

Wood Heater
Sensational Price Ward Week Only!
\$41.95
Heavy steel and cast iron construction! Walnut porcelain enameled! Cooking grill on top!

Big Steel Range
\$39.95
\$4 Down, \$5 Monthly Small Carrying Charge
• Big 18" Oven
• Porcelainized Dood
• Porcelainized Top!

Here's a quick-heating range, a perfect tested baker at an amazing low price! Polished griddle cooking top! Steel body with asbestos insulation! Oven roomy enough for your largest pot! Duplex grates for wood or coal!

No Sale in All America Like Ward Week! Held in 489 Cities—in 46 States!

See Every Ward Week Special on Every Floor of the Store — MONTGOMERY WARD