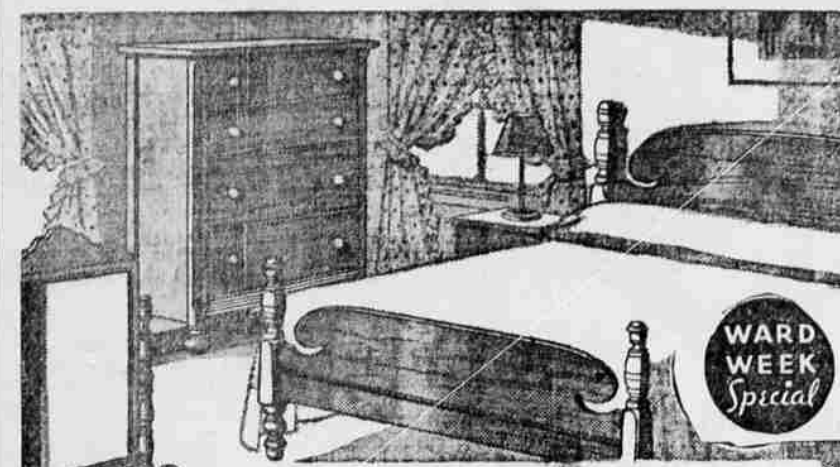


Begins Thursday
October 4

WARD



WARD
WEEK
Special

Wards Big Buying Means Big Savings!

Maple SUITE \$42.88
\$5 Down, \$5 Monthly, Plus Carrying Charge
Bench to Match Vanity, Only \$3.58

Wards buy in huge quantities to get you this value! Early American style—always in good taste. Solid maple fronts, tops, maple finish sides. A value, you can't find elsewhere!
• Sturdy places—solid maple and maple finish
• Satisfying amber-toned finish—deep drawers



CHAIR \$15.88
Save More in Ward Week!
Wards Huge Purchase Brings This Value! Big, comfortable pillow-back style! Covered all over in home-spun tapestry. See it! Ottoman to match \$3.48
Chair and Ottoman \$18.88



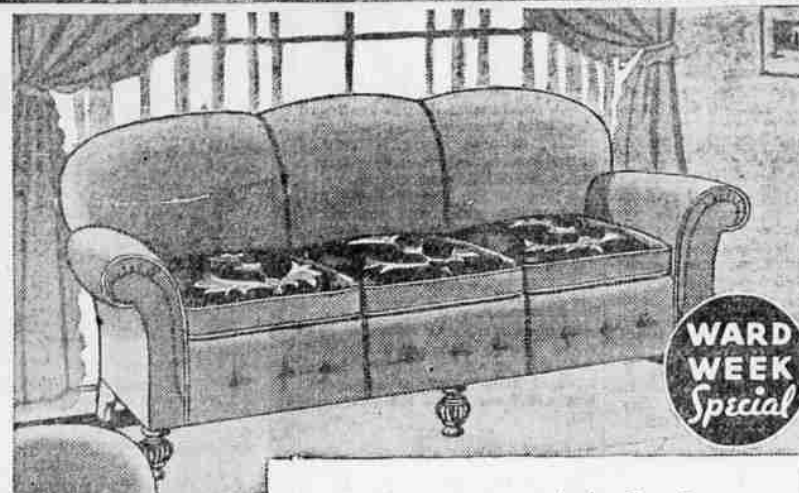
Shades
Price Goes Up After Ward Week!
For bridge, junior and table lamps. Parchmentized. Each....

39c



Lamps
Buy in Ward Week! Save More!
Composition brass with parchmentized shades. Each

\$1.49



WARD
WEEK
Special

Angora Mohair

2-Piece Suite at Big Saving

\$52.88
\$6 Down, \$5 Monthly, Plus Carrying Charge

Price goes up after Ward Week! Don't delay! Roomy davenport and chair covered all over in 100% Angora mohair! Deep spring-filled cushions, reversed, in colorful moquette! Come, see it!



WARD
WEEK
Special

3-Piece Suite
Walnut Veneer—Priced for a Quick Sale

\$54.88
\$5 Down, \$5 Monthly, Plus Carrying Charge

Walnut veneer suite—sensational at Wards every day low price! Now, for Ward Week, you save even more! Bed, chest, and vanity or dresser, each built sturdy and strong! Richly decorated!
Upholstered Bench, \$3.88 Extra



WARD
WEEK
Special

Studio Couch

Good Quality Homespun Tapestry
Made by Simmons for Ward Week!

Opens to double or two twin beds. Compartment for bedding. Complete with inner-spring mattress!

\$27.88
\$3 Down, \$5 Monthly, Plus Carrying Charge



WARD
WEEK
Special

Homespun Tapestry

2-Piece Suite—Priced for a Big Sale

\$38.88
\$4 Down, \$5 Monthly, Plus Carrying Charge

Your surest way to save money is to buy this suite! Ward Week! Price goes up after the sale! Extra large davenport and roomy chair covered all over in homespun tapestry! See it!

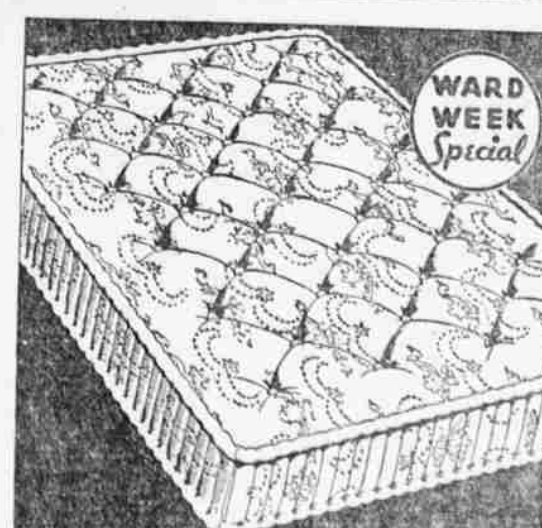


WARD
WEEK
Special

3-Piece Suite
Walnut Veneer!

\$32.88
\$4 Down, \$5 Monthly, Plus Carrying Charge

Again Wards save you money! Again Wards bring you value! Sturdily built of selected hard-wood with walnut veneer front surfaces. Panel bed, chest and dressing table.
Upholstered Bench, 2.88 Extra



WARD
WEEK
Special

Inner-Spring Mattress

Low-Priced As a Cotton Mattress!

Save more now! Price goes up after Ward Week! Filled with 100 deep coils. Covered in lamask pattern ticking!

\$10.88
Packed and Sealed in Sanitary Carton



WARD
WEEK
Special

8-Piece Suite

Buffet, Table, Arm Chair, 5 Side Chairs

\$62.88
\$8 Down, \$7 Monthly, Plus Carrying Charge

Here's what you get at this special Ward Week low price! Extension table, arm chair, 5 side chairs and buffet in selected walnut veneers.
7-Pc. Suite, table, 4 chairs, \$44.88
5-Pc. Suite, table, 4 chairs, \$36.88

WEEK

When all America
goes Shopping!



All-Wool Sweaters

\$1.19

Save in Ward Week! Sports coats with double seams! Our biggest seller! Want-ed dark heathers. Made for long wear! Sizes 34-46!



Boys' Jackets

Button Front, Elastic Bottom
Heavy cotton suede cloth. Comfort and wear! Save!

\$1.39



Sheep Lined!

Ward Week Low Price

\$4.44

Spec. Ward Week value! Leatherette; thick wool-bone collars. Storm chest pockets. Corduroy faced. Black.



All-Wool Slippers

\$1.19

Ward Week value! Pure wool crew and v-neck styles! Some wool-faced with slide fasteners! Boys' sizes 28 to 34. Save! Hurry!



New Hats

Lower Priced for Ward Week!
Men's gray or tan snap brims in the smart Fall shades

\$1.00



Sheep-lined Leatherette

\$3.49

Boys! Specially reduced Ward Week price! Thick pile wool-bone collar; knit wristlets and rugged corduroy facing. Save now!



Ward's Overalls

Ward Week Priced!

88c

They're "Homesteaders" men! At this special low price, don't buy just one pair—stock up—at real savings!

- 22-24 Wt. Denim
- Triple Stitched
- Bartacked
- Boys' Sizes Only — 59c



Boys' Tweed Trousers

\$1.79

Mothers! Here's a chance to save at a low Ward Week price—just when he needs school clothes too! Save at Wards NOW!



Fancy Hose

Ward Week Savings! Buy Now!
Grand values for men! Rayon over cotton. Save! Pr.

10c



Athletic Shirts and Shorts

19c

Men! Stock up at rock bottom Ward Week price! Sturdy cotton rib style shirts and full size broadcloth shorts.



DRESS SHIRTS

69c

Men! Save on this Ward Week special! White, blue and fancy broadcloth. V-necked colors—work fade! Smart pleated sleeves. Save now!



Warm Pajamas

Special Low Ward Week Price
Full cut cotton flannel. Men's coat or midly style

89c



WORK SHIRTS

59c

For Wards famous "H" mender. Men's blue chambray in roomy coat style. Two button-through pockets. SAVE!
Triple main seams



Unionsuits

For Boys! Ward Week Price!
Warm—heavy rib knit cotton. Flannel inside. Save at

49c

Half Wool Sox

Save at Low Ward Week Price!
Ideal winter work socks. Outstanding value. Choice 3 colors

19c

Work Pants

Low Priced for Ward Week!
Tan whipcord work pants. Strongly sewed. Special at

\$1.35

Work Shirts

Lower Priced in Ward Week!
Boys' rugged blue chambray—triple sewed main seams

39c

Unionsuits

Men! Save More in Ward Week!
Warm—medium weight cotton with elastic ribbed cuffs! Grey random

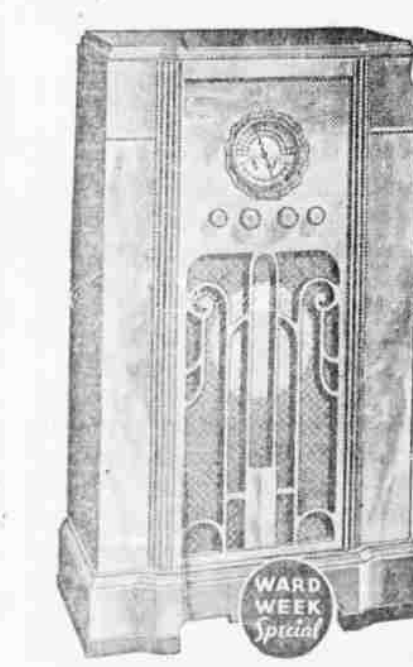
69c

Cotton Socks

Priced Low! Ward Week Value!
Plain colors in sizes for men. Stock up and save! Pr.

12c

WORLD-WIDE 1935 RADIO!



Words 8-Feature Instant Dialing

Finds your station by call letter, helps get Europe, indicates volume and personal tone control, and other features exclusive to Wards. Sensational! You must see it!

7-Tube Console Radio

\$39.95
\$1 Down, \$5 Monthly, Plus Small Carrying Charge

Remarkable low price for Ward Week! Yet no sacrifice of quality! Dollar for dollar the most Wards has ever offered in a radio. You get Europe—other short-wave reception. Newest radio improvements. Effective automatic volume control. Handsome cabinet. Come in!



WARD
WEEK
Special

Get Europe!

Yet Pay Low Ward Week Price!

1935! Wards 6-tube world range. Console! Ward Week value sensation. Hear it!

\$34.95
\$1 Down, \$5 Monthly, Plus Carrying Charge
ANTENNA KIT, special for Ward Week — 59c

Washer Reduced

It Took Ward Week to Do It!
You Get 14 Famous Ward Features



\$38.88
\$4 Down

\$5 a Month. Small Carrying Charge

Maybe never again a chance like this! Wards reliable quality. A big tub size that does a whole week's wash for 4 people in 14-hour. Ward Week price so low it's hard to believe it!

- 6-Sheet Size Tub!
- Cadmium Lovell Wringer!
- Famous Washboard Action!
- ELEVEN More Big Features!

Buy on Wards Easy Payment Plan—Save Now at Ward Week Prices!

Ward Week Values—Proof of Wards Huge Buying Power — MONTGOMERY WARD