

When... All America Goes Shopping

WARD WEEK

Wards Great Nation Wide Sale!



WARD WEEK Special

Sylvania Prints
Specially Reduced for Ward Week!

36 Inch **10c** Limit 10 Yds. to a Customer

Regularly 15c, compare at 20c. New Fall patterns in bright, tubfast, vat colors. Dresses, aprons, curtains. Serviceable, 64x60 construction.



WARD WEEK Special

Rayon Undies
21c

A Bargain Even at 25c

Wards bought 144,000 pieces so as to get this low Ward Week price for you! Good heavy weight. Lace or applique trimming. Nice tailoring. Panties or bloomers in tea rose or flesh color. Small, medium or large sizes.



WARD WEEK Special

Warm Comfy Snuggs
23c each

The elastic tuckstitch makes them warm, long-wearing, snug fitting! Flesh. 34-44.



WARD WEEK Special

Tub Fast Wash Frocks
A Ward regular bargain value at 69c

49c

Limit 2 to a Customer

Young styles and those matrons like. New cotton prints that come out of the tub bright and fresh. Some with white collars, others with button or ruffle trim. Sizes from 14 to 52.



WARD WEEK Special

Women's Blouses
88c

Few Knitted Blouses or smart reposes for Fall in tailored or rilly styles.



WARD WEEK Special

Longwear Sheets
Check This Low Price!

79c

Size 81x99
Limit 4 Sheets to a Customer

Firmly woven of selected, long staple cotton. Hand torn to insure straight hems after washing. Strong tape selvages for extra wear. Over 8 feet long (before hemming) 81x99 inches.



WARD WEEK Special

LADIES' SHOES
Bargain Price

\$1 00

200 pair Ladies' and Misses' Shoes. Ties and pumps, high and low heels.



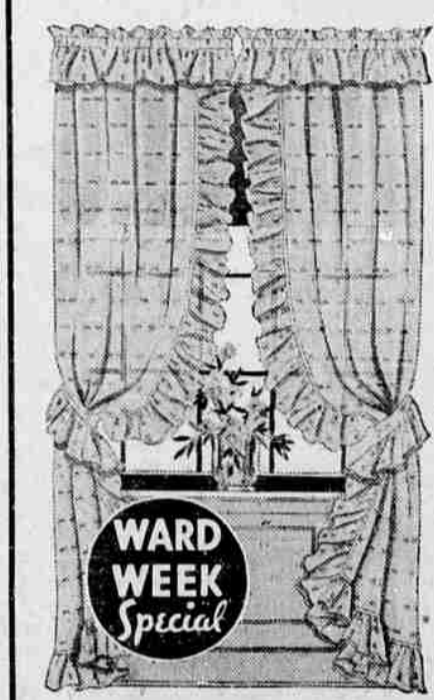
WARD WEEK Special

Black Calf Ties
\$2.44

Smart and comfortable as your expensive shoes. Note the built-up leather walking heels.

PRISCILLA CURTAINS

In a Sensational Ward Week Sale!



A Marvelous Value!
Usually 89c

69c

Wards—America's Greatest Curtain Retailers—Took an Entire Factory Output to Get This Great Value!

FLOUNCE PANELS INCLUDED!

Here's one of the greatest curtain sales Wards have ever held! Thousands upon thousands of fresh new curtains reduced for Ward Week only! It's your big opportunity to buy a complete supply of new fall curtains. Shop to-morrow! Don't miss this splendid chance to save money at Wards!

MISSIONETTE NET
Ward Week Special!

Sheer, long-wearing Missionette Net. Yard **9c**

JASPE HOMESPUN
Save Almost 20% Now!

To make attractive drapes and slip-covers. 36 inches. Yd..... **16c**

CRASH DRAPERIES
Reduced for Ward Week Only!

36 inches wide. Buy now at this special price and save money. Yd. **27c**

WASHABLE SHADES
Reduced Almost 20%

Keep these splendid shades clean with soap and water. Each..... **35c**

SALE OF CRETONNES
Reduced for Ward Week Only!

Wide selection of leading colors and patterns. Save! Yard..... **9c**

CURTAIN MATERIALS
Price Goes Up After Ward Week!

Five of the season's most popular materials! Save! Yard..... **9c**

Sale! \$45 Won't Buy A Smoother, Faster Action!

This Price Ward Week Only!

WESTERN FIELD
6-SHOT 12-16-20 GAUGE

Shotgun

6 shots in 5 seconds! You can't beat that for speed. And you can't beat this Ward Week price for shotgun value! Choice of 170,000 hunters, this gun is smoother because it has less parts, surer because it can't fire until action is closed and locked. Compressed steel barrel proof tested at 8 tons pressure! Shoots all factory loaded shells. Walnut finished stock with checkered pistol grip and slide handle.

WARD WEEK Special

27⁹⁵

\$3 DOWN

12 MONTHLY SMALL CARRYING CHARGE

Western Field 8-Shot Clip .22 Rifle

Buy it at Ward Week saving! 8 fast shots. Chrome-plated bolt, level, trigger. Walnut finished stock. 24 in. blued steel barrel shoots all .22's. Hooded Ramp front sight and receiver Peep sight.

\$7⁹⁸

WARD'S RED HEAD SHOT SHELLS

WARD WEEK Special

Red Head Shells
Ward Week Only

62c for 25

12 Ga. 3-1 Drop Shot

Why pay more? There are no finer shells made than Red Head! Tests have proved it! Save extra Ward Week!

12-Ga. 3 1/4-3 1/4
Chilled Shot..... 72c

WARD'S RED HEAD SHOT SHELLS

WARD WEEK Special

Red Head Shells
Special for Ward Week **72c**

None better made! 12 ga. 3 1/4-1 1/4 chilled shot. Smokeless powder. Box 25.

Pheasant Season
Opens Oct. 13

Get Ready! Get Wards Low Prices on Complete Hunting Equipment!

WARD WEEK Special

SALE!

New Ward Bikes

This Low Price Ward Week Only!

Here are two really sensational bikes because of the quality construction this low price brings! Hawthorne Double Bar frames, full 20" size, of 18 ga. steel tubing, Vichrome enameled—9 times harder than ordinary enamel! The boy's model has steel truss rods, wide braced handlebars and lug type grips. The girl's model has chain guard and cording over rear wheel. Both have big, red Riverside balloon tires with molded circle inner tubes; smart new Troxel saddle designed especially for Wards. Metal parts nickel plated. And these are but a few features!

\$25⁴⁸

84 Down
\$5 Monthly

Small Carrying Charge

Boys' Model - Red and White
Girls' Model - Blue and White

MONTGOMERY WARD

117 SOUTH CENTRAL

TELEPHONE 286