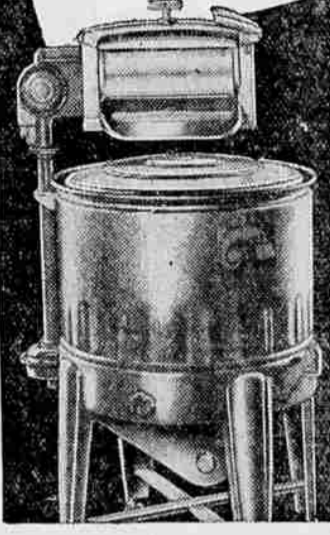


# WARD WEEK ENDS SATURDAY STORE OPEN UNTIL 8:30 P. M.

It's Ward Week at Wards

WARD WEEK SPECIAL

**WARD WEEK Flash!**  
TO EVERY AMERICAN HOUSEWIFE  
IF YOU USE AN INEFFICIENT OLD  
WASHER STOP IF YOU LOVE A  
BARGAIN STOP DON'T MISS THIS  
GREAT WARD  
WEEK SALE



## WARD WEEK BRINGS YOU WARDS Faster! Finer! New! Gyrex Washer

A \$49.50 Value  
at an Amazingly  
Low Sale Price! **34<sup>88</sup>**

\$3 DOWN! Only \$4 Monthly  
Small Carrying Charge

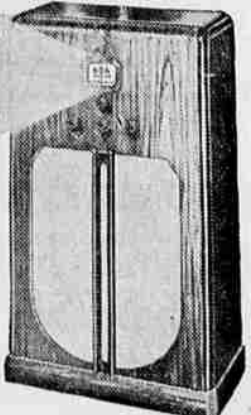
With Briggs & Stratton Gasoline Engine, \$64.28

You women who've been waiting and hoping for a fine new washer at a new low price—this sale is for you! Wards amazing new Gyrex Washer equals \$49.50 washers in quality and exceeds them in performance! Come. Bring your Husband!

- Wards Triple-Action washes faster, cleaner
- Gyrotor water action
- Washboard-action tub
- Pressure-cleaning action Lovell winger

WARD WEEK SPECIAL

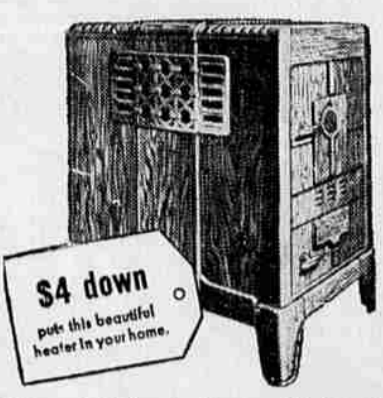
- High Fidelity!
- Movie Dial!
- Gets Europe!
- Electric Eye!



WARDS 7-TUBE  
**Airline Radio**  
with \$70 Features **39<sup>88</sup>**

\$4 DOWN puts it in your home!  
Only Ward Week could bring so low a price on so fine an A.C. radio! Wards famous lighted Movie Dial! Cathode Ray "eye" takes the guess out of tuning. World range and power; all three wave bands. Rugged, silent metal tubes! Chrome trimmed, rubber mounted chassis. Luxurious walnut-grain cabinet. See it, hear it, save!

WARD WEEK SPECIAL



\$4 down  
put this beautiful heater in your home.

Ward Week Low Price!  
**Circulating Heater**  
• Burns wood  
• Extra large!  
• Beautiful!  
**\$33.88**

An exclusive Ward design, in luxurious walnut grained porcelain. The heavy, 17 1/2"-high cast iron linings hold a bigger fire. Heavy cast iron wood grate and ash pan. Thick, quick-heating, steel inner unit. (Easily changes for coal.)

WARD WEEK SPECIAL



**Sale! Furred COATS**  
Values up to 19.95!  
**11<sup>88</sup>**

Sensational Ward Week Bargains. Rich furs generously used in glamorous collars — and even fur pockets — and exciting new idea. Self-trimmed sports coats, too. 12-48.

WARD WEEK SPECIAL



**Suede Cloth**  
Reduced from 89c  
**68<sup>c</sup>**

Men! Buy Now! Price cut for Ward Week only! Double shoulder yoke, non-rip sleeve facings, triple-stitched! WASHABLE!

WARD WEEK SPECIAL



**Flannelette**  
Back To 98c After Ward Week!  
**88<sup>c</sup>**  
Pajama Buy for Men!

Get them while the price is down! Notched collar, surplice and middy styles! Smart stripes, with piped trim.

WARD WEEK SPECIAL



**Men's Jackets**  
All-Wool Regularly 2.98!  
**2.74**  
SAVE MORE NOW!

A record low price at Wards! Extra heavy (32 oz.) Melton. Built for looks, wear, warmth! Boys' reg. 2.69.....2.34

WARD WEEK SPECIAL



**Tweedloom Crepe**  
New Woolen-y Cotton! Worth 25c  
**17<sup>c</sup>**  
yd.

Looks like wool... drapes like wool. A smart cotton in Fall prints. Makes smart dresses, school togs. 36 in.

WARD WEEK SPECIAL



**Longwear Sheets**  
Worth \$1.19 to \$1.29  
**82<sup>c</sup>**

Full Bed Size, 81x95  
Identical to famous makes. Fine, firm muslin bleached snowy white. 6 to a customer!  
42x36 Longwear Cases, 20c

WARD WEEK SPECIAL



**New Oxfords**  
With Sturdy Leather Soles!  
**88<sup>c</sup>**  
Reduced from 98c

It takes an event like Ward Week to drop the price to this unheard-of low! Durable black or brown leather. Sizes 8 1/2-11. 11 1/2-2

WARD WEEK SPECIAL



**Pioneer Overalls**  
Reduced from 98c  
**93<sup>c</sup>**

Men! NOW Save More! Sturdy (8 oz.) medium Sanforized. Shrunken for lifetime fit. Boys' 79c. Pioneers.....71c

WARD WEEK SPECIAL



**70x80 PAIRS**  
"Fleecydowns"—Worth \$1.39  
**96<sup>c</sup>**

Pastel Block Plaids  
Save a lot on blankets in Ward Week! Full bed size when DOUBLED. Firmly woven. Pastel block plaids. Singles, 69c Value 48c

WARD WEEK SPECIAL



**LONGWEAR SHEETING**  
81 INCHES WIDE!  
Usually 30c! Save!  
**28<sup>c</sup>** YD.

UNBLEACHED... whitens with washings. Width for full size bed.

WARD WEEK SPECIAL



**WHITE Outing Flannel**  
Worth 10c.  
**8<sup>c</sup>** YD.

Softly fleeced on both sides. A real bargain at 7c. Ideal for baby garments. White. 27 in.

WARD WEEK SPECIAL



**Bike Sale!**  
"Pay Only \$3 DOWN Ride It Away!"  
TIRE SALE Cement Type 89c  
**2780**

EXTRA features make this double-bar Hawthorne equal to others selling for \$39.95! Streamlined tank—built-in horn; other DeLuxe features! Girl's Model, Same Price

WARD WEEK SPECIAL



**Colorful as a Rainbow**  
Semi-Porcelain  
Reg. \$4.49  
**3<sup>88</sup>**



89c the minute that Ward Week is over  
3 pieces **68<sup>c</sup>**

WARD WEEK SPECIAL



Made in the West  
**68<sup>c</sup>**  
Reg. 89c. Indoor dryer giving 26 in. drying space.



**FOOD CHOPPER**  
**97<sup>c</sup>**  
Reg. 1.29  
Sturdy... 4 self-sharpening knives... easy to clean!

WARD WEEK SPECIAL



Discs and Strainer  
**13<sup>88</sup>**  
\$1.59 value!  
12-qt., heavy tinne d strainer... 10" filter discs!

WARD WEEK SPECIAL



**SWEAT PAD**  
**47<sup>c</sup>**  
Regular 55c!  
Durable yellow drill... jute composition stuffed!

WARD WEEK SPECIAL



**LUNCH KIT & BOTTLE**  
Reg. \$1.29  
**97<sup>c</sup>**

WARD WEEK SPECIAL



**"Grimson Tide" FOOTBALL**  
Reg. \$1.98  
**1.79**

Top grain cowhide; autographed by Thomas. With booklet "How to Kick."

WARD WEEK SPECIAL



Ward Week Special  
**Tube Repair Kit**  
**15<sup>c</sup>**  
Reg. 19c. 7 1/2 sq. in. material, patches, 2 tubes cement, buffer.

WARD WEEK SPECIAL



Standard Quantity  
**Hot Water Heater**  
**4.33**  
with fitting. Form # 13. \$6.25. Equal to \$12.95 heaters. Save \$2.42 in Ward Week.

WARD WEEK SPECIAL



Wards Standard  
**Quality Spark Plug**  
**21<sup>c</sup>** ea.  
Reg. 29c.  
Two piece construction! Compare with 35-55c plugs!

WARD WEEK SPECIAL



Guaranteed 24 Mo.!  
**New Winter King**  
**4.66** Exch.  
Improved! Reg. \$5.75—45 plates—instead of usual 30! Added power.

WARD WEEK SPECIAL



Wards 100% Pure  
**Pennsylvania Oil**  
**12<sup>c</sup>** qt. bulk.  
30-35c grade! 2 gal. can \$1.11. 5 qt. can 74c. Plus 1c qt. Fed. tax.

WARD WEEK SPECIAL



Ward Week Sale on  
**Auto Floor Mats**  
**38<sup>c</sup>**  
Reg. 69c. For any car front, with felt back.

WARD WEEK SPECIAL



Guaranteed 12 Mo.!  
**Wards "Commander"**  
**2.79** Exch.  
Reg. \$3.95. Meets S.A.E. requirements. 39 standard plates.

WARD WEEK SPECIAL



WARDS AUTO  
**TOP MATERIAL**  
**31<sup>c</sup>** ft.  
Reg. 43c. 64 inch width. Double texture. Waterproof!

## It's Ward Week at MONTGOMERY WARD