

In Full Swing

WARD WEEK

AMERICA'S GREATEST SALE!

SALE! Styles that will be 2.98



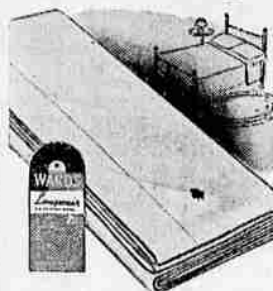
Wards Rochelles

277

At this price for Ward Week only! Black kid ties! Roomy-toe lasts! Removable arch pads. 4 1/4 to 9.

WARD WEEK SPECIAL

Sale! Longwear 4 1/2 Year



Sheets

88c

81"x99" Save 31c during Ward Week only! Same quality \$1.19 nationally! Launder 234 times. Bleached. Sale. 25c Cases..... 23c



Sale! Men's All Wool Jackets

277

Reg. 2.98! Heavy (33 oz.) Melton! Slide fastener front, side straps. Sizes 36-46.



Sale! Boys' '101' Brand Overalls

74c

Reg. 70c! Husky as dad's—12 Copper Rivets! Heavy denim. Sanitized Shrink!



Luxury Lounge CHAIR

1795

Comfort features of \$30 quality! Restful, attached pillow back! Carved arms!



\$2.50 Down 3 Pc. Bed OUTFIT

2232

Sensational Ward Week value! Bed, spring, cotton mattress—all fine quality!



Sale—15c Turkish Towels

12 1/2c

Cannons! 18x36 inches, most popular for daily use. Plain pastels. Save in Ward Week.



Women's Comfyknug Vests, Pants

22c

Regularly 25c! Warmer, stronger, smarter—Combed Cotton.



Sale—\$1.50 Jacquard Spreads

127

Save 30c! Beautiful rayon and cotton. Lustrous finish. Pastels. 84x105 inches.



Women's Flannelette Gowns

48c

Reg. 59c! Full cut, Double front and back yoke attractively trimmed. Sizes 16-17.



Black Kid with Patent

177

Regularly 1.98! Here's proof that smartness costs but little at Wards! Sizes 4-8C.



100 Girls' \$1 Wool Sweaters

87c

Save 13c! Slipover styles; crew necklines or collars. New winter colors. 8 to 16.



Reg. 1.59 Fall Sweaters

133

Wool zephyr in vivid fall or popular dark shades. New styles! Sizes from 34 to 40.



MEN'S Work Shoes

299

Reg. 3.49 Solid leather! Black elk uppers. Leather soles and double oak soles! Sizes 6 to 11.



Sale! Men's Fur Felt Hats

267

Regularly 2.98! Plenty of style and plenty of wear! Favorite colors and models.



Sale! Men's All Wool Sport Coats

177

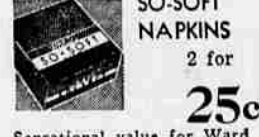
Regularly 1.98! Firm, neat jersey knit, reinforced shoulders. Roomy pockets.



Unpainted Hardwood CHAIR

84c

Ward Week special! Heavy, solid hardwood, smoothly sanded ready to paint!



SO-SOFT NAPKINS

25c

Sensational value for Ward Week only! Soft and absorbent! 12 pads in box! Hurry!

WARD WEEK SPECIAL

The Whole Family Saves on Hosiery during Ward Week!

For the Ladies—

Ringless Chiffons

Regular Low Price 55c **44c**

America's greatest sale brings you the lowest price in Ward history! Pure silk, full fashioned, guaranteed perfect. Sheer ringless chiffon or service weight. New colors.

85c "Crepe" Sheers 68c

Finely woven ringless chiffons at a new low price! Individual leg length for each foot size!

For Boys and Girls—**Ribbed Hose 10c**

Regularly 2 for 25c! Unusual quality! Reinforced to stand hard wear!

For Men—**Dress Socks 8c**

Save 20%! A wide variety of handsome patterns in rayon and cotton. Pair

WARD WEEK SPECIAL

Carload Sale!

The Largest Furniture Purchase in 10 Years Brings you the **LOWEST PRICE OF 1937**

2 Pcs.—Made Like \$80 Quality

5995

Ward Week Saves You \$30 \$5 DOWN, \$5 Monthly Plus Carrying Charge

The famous maker would not let us use his name because he said our Ward Week price is \$30 LOWER than nationally advertised values! BIG, six foot, 8 inch davenport! All-over covered in fine quality figured tapestry!

WARD WEEK SPECIAL

BIG 20" CAST-IRON FIREPOT

Heats up to 5 Rooms!

5294 Ward Week Only

\$8 below 1936 price! You save \$25 or more! 20" firepot... not 16". Heavy cast-iron construction. Extra large combustion chamber gives more heat per dollar! Porcelain finish!

WARD WEEK SPECIAL

Same Quality as Usual \$39.50 Grade

Durastan Axminsters

Here's real luxury—sale-priced for Ward Week! Rich, colorful rug! Seamless! 9x12. Only \$3 DOWN

2988 Pay

WARD WEEK SPECIAL

Compare with 40 Guns!

Famous Western Field

REPEATING SHOTGUN

Famous Speed Action 6 shots in 5 seconds

Ward Week Only **2788**

Back to \$29.95 after Ward Week! The favorite of more than 180,000 satisfied sportsmen! The fastest, smoothest, safest action of any repeating shotgun! Feel its fine balance—natural pistol grip; get yours in Ward Week! You'll have extra dollars!

- Choice of popular gauges
- Convertible into 3-shot
- Buy it on Monthly Payments

WARD WEEK SPECIAL

Prices Cut on Power Grip Tires

For Passenger Cars & Trucks

Make Chains Unnecessary! **700** Sole Price 4.40-21

America's best extra-traction tire! Cut in price! First sale in many years! Take advantage of the unusual savings! Ward Week only!

Size	4 ply	6 ply
4.50-21	\$ 7.00	\$ 8.80
4.75-19	7.65	9.55
5.00-19	7.65	9.55
5.25-18	9.65	11.50
6.00-16	10.80	12.75
6.50-16	13.00	14.00

All sizes of Power Grips for passenger car and truck also reduced in price!



Damask Mattress

2988

Huge special purchase brings you \$36.95 features! Imported damask cover!



Jasp Homespun

19c

Reg. 25c Amazingly low priced! Long-wearing quality! For pillows, slip covers! 36".



Wardoleum Rug

498

9x12 SIZE Same quality as reg. 5.95 rugs. Patterns and sizes for every room! Stainproof!



Novelty Nets

16c

Ward Week Scoop Curtains materials... colorful Opera gauze and novelty nets! Open weaves! 36" wide!

Free Offer

1 Gal. Linseed Oil
3 Qts. Turpentine
with 5 gal. purchase of

Super House Paint

2.98 gal. in 5 gal. cans

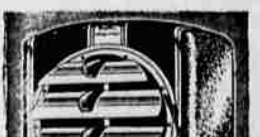
Hurry! Ward Week brings your last chance to get this money saving combination offer. Buy now, make your painting dollars go farther!



6-Shot Rifle

833

With 200 Cartridges Husky Western Field .22-cal. repeater with 4 boxes of cartridges for this 1 sale price!



Auto Heater

795

Ward Week Price Sold last year at \$11.95! Equal to most \$20 heaters! Many exclusive features! See them!



Cut in Price!

597

24-Month Battery Exch. Guaranteed! Regular \$6.75 oversize! Not 30 but 45 heavy-duty plates! Save 78c.

MONTGOMERY WARD