

You Can SAVE DOLLARS Now During America's Greatest Sale!

Now in Full Swing!

WARD WEEK

WARD WEEK SPECIAL

SALE! Wards Tubfast SILVANIA
percale prints, now only

9c yd.

Regularly 12 1/2c

Nationally known for service. Outstanding at this low price. Great choice of new designs. 36 inches.

Sale! Broadcloth

Wards lowest price cotton broadcloth, popular for splendid wear and lustrous finish. White and colors. 36".

9c yd.

Sale! Dress Lengths

Regularly \$1.98! Season's best rayon dress fabrics. One-of-a-kind prints and textures. 3 1/2 to 4 yard lengths.

1 54

WARD WEEK SPECIAL



Sale! 59c
Tubfast Cotton Frocks
47c

A Ward Week Saving on fine percales or cotton sheers! Prints! Dots! Tailored or dressy types, many with bolero effects, or slide fasteners! 14-52.

WARD WEEK SPECIAL



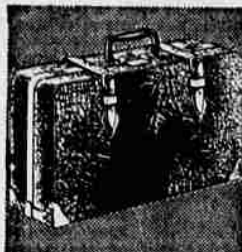
Combination Offer!

758

Kerosene Stove and Oven

Both Kerosene Stove and oven at this low price! Oversize cook top. 3 powerful wickless burners! Blued steel oven has heat indicator!

- Has 2-Qt. Non-spill Fuel Tank
- Removable Cast Iron Grates
- Finished in Green, Black, and Ivory



Sale! Gladstone

Ward Week only **545**

Regularly 645! Black or brown split cowhide! Has shirtfold and 1 pocket!



Fishermen!

- Silk Line 30 yards 18 lb. test **39c**
- 1 pc. Steel Rod **2.34**
- Telescope Rod **97c**
- Precision reel **2.22**
- Bakelite reel **66c**
- 2-tray tackle box **97c**

AMERICA'S LOWEST PRICE
for a 1938 streamlined Double-Bar **BIKE**



To the best of our knowledge, this is the lowest price at which a Streamlined, Double-Bar Bike has EVER BEEN SOLD!

23 88
CASH

75c a Week, Down Payment, Plus Carrying Charge

This Price Ward Week Only! Hurry

America's lowest price... but more than that... this is a quality bike. Float over bumps on big Riverside Balloon tires and Troxel saddle; lead the whole gang on this speedy 1938 Hawthorne! In spite of the record low price, this is one of the swiftest, speediest, sturdiest bikes in town!

Remember, fellows, this cut-price is for Ward Week only. Tell Dad about it.

- Models for men, women, boys, girls—at the same cut-price!
- Bonderized to prevent rust!
- Vichrome enameled—the best bike finish known to the industry!
- New Departure Coaster Brake!



Rayon Undies
regularly 25c **17c**

Back to 25c after the sale! Full cut panties or briefs. Tailored or lacy. Women's.



Sale! 50c Gowns
Hand detailed **25c**

Price cut in half! Colored hand embroidery made in Puerto Rico! Nainsook-16-17.



8 Piece Dining Room

Compare Suits \$30 Higher **6988**

Beautiful Waterfall style with rounded veneered tops—you'd expect to pay \$80! Rich, matched veneers on hardwoods! Extension table seats TEN! Large buffet! SIX roomy chairs!



Garden Hose
Ward Week Only **89c**

Reduced! Sensational! Guaranteed for 2 years. Braided, reinforced rubber. Hurry!



Hardwood Chair

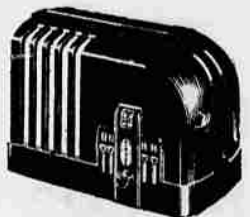
Regularly 1.00 **78c**

Heavy, solid hardwood at a record LOW price! Sanded, ready for stain or paint!

WARD WEEK SPECIAL

Reduced for WARD WEEK!
Automatic Tuning

5-TUBE AC **1188**



Record low price! 4 stations in 3 seconds — just push a button! Super-heterodyne! Automatic vol. control!

WARD WEEK SPECIAL

FIRST TIME at this low price!
PRESSURE COOKER

1088

Price cut for Ward Week only! Wards 12-quart speed model. Buy now, pay \$2 a month! (Down payment and carrying charge.) Recipe book.

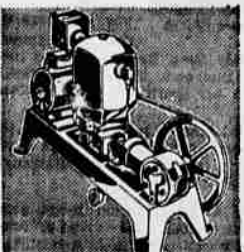


WARD WEEK SPECIAL

Lowest Price in 5 Years

3 Pc. Bath Outfit **3588**

Less Fittings \$4 a Month. Plus Down Payment & Carrying Charge. Look what you get! Finest quality enamelware you can find anywhere. Attractive leg tub. Compact round lavatory. First quality stainless china closet. Price goes up after Ward Week. Hurry!



Water System

Ward Week Only **3488**

Direct from well pump. Water at turn of tap. 250-gal. per hour capacity.

80c Double BOILER **58c**

Ward Week special! Heavy, shining, ivory enamel. Bright red trim. 1 1/2-quart size.

Heavy Drill SWEAT PAD **37c**

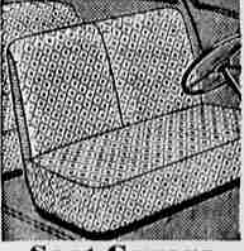
Reg. 49c! Old gold drill! 5 rows quilting! Just composition stuffed! 4 hookal!



5 Piece Dinette

Solid Hardwood **2388**

Price slashed! Heavily built dropleaf table and 4 chairs! Rich, durable walnut tone varnish.



Seat Covers

Cloth **144**

Special in Ward Week. Seat patterns. Full coverage. For 2 or 4 door sedan... 3.44

GRASS SHEARS **27c**

While they last! Have 5 1/4 inch blades of hardened steel. Light! Strong! Buy now!

CLOSET SEAT **169**

Hurry! Lowest price ever! Hardwood coated with white celluloid. Waterproof.

Super House Paint

Ward Week combination price! One gallon of Linseed Oil and 3 quarts of turpentine included with each 5 gallons purchased. This combination price saves you 45c a gal!

279

gal. In 5 gal. can.

20 ft. Garden Hose

GUARANTEED 3 YEARS! At this sensational low price only a few days more! It's braided, reinforced. Won't kink or crack.

89c

Hurry

Finest Spark Plug

Regularly 45c... and we've sold millions at that price! Single electrode gives hot, quick spary! Compare with nationally advertised 65c spark plugs!

29c

Ward Week Only

"Commander" Oil

Regularly 9c! Factory sealed cans of good motor oil at "rock-bottom" prices in America's Greatest Sale! Hurry! Stock up in Ward Week. 8-qt. container.

6 1/2c

Plus Tax

Sale! Barbed Wire

Standard weight, 12 1/2-gauge, 2 point cattle wire! Long sharp barbs made of round wire spaced 8-in. apart! Ward Week! 80-foot spool.

375

Sale! Manila Rope

Selected long 100% pure Manila fiber, spun into smooth tightly twisted 4 strand rope! 1/2-in. size per lb. 16c

18c

per lb.

it's Ward Week at **MONTGOMERY WARD**