

Montgomery Ward

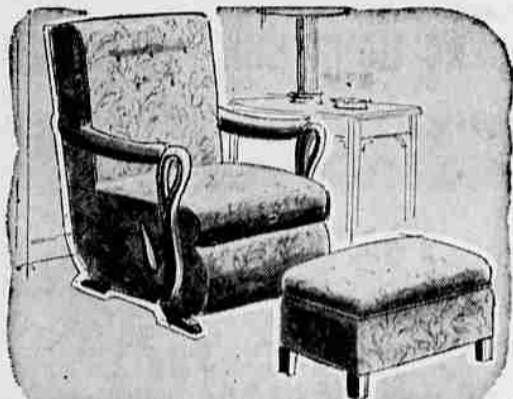
# WARD WEEK

WHEN ALL AMERICA SHOPS AND SAVES!

117 SOUTH CENTRAL  
TELEPHONE 2-6241

GREATEST SALE OF THE YEAR NOW IN FULL SWING!

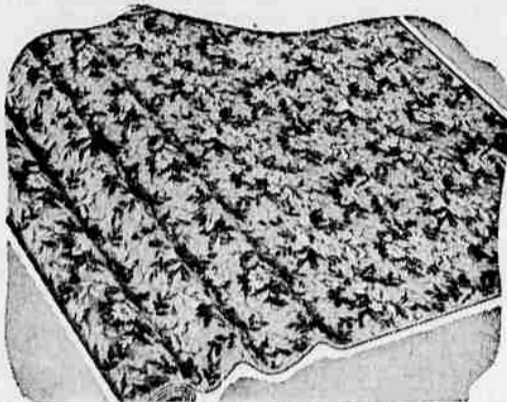
RED TAG SPECIALS



69.95 FRIEZE ROCKER, OTTOMAN

Tilt-chair, platform rocker combination. Tilt chair to desired position, push lever to lock . . . release to get platform rocker motion. Spring seat, back.

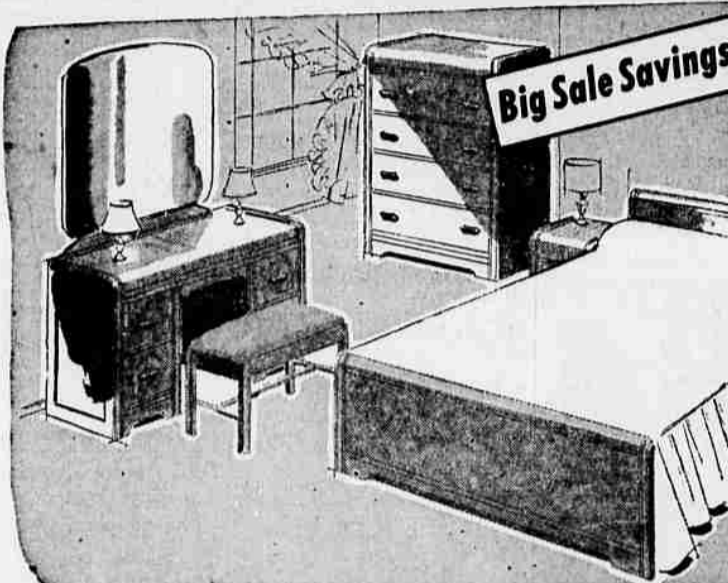
**59<sup>88</sup>**  
*Sale-priced!*



REG. 7.10 STYLETONE BROADLOOM

At Ward Week savings! A better quality axminster all-wool pile, more than 5700 tufts per sq. ft. Rich floral, damask, wood-ton-leaf patterns!

**6.22**  
*sq. yd.*  
9', 12', 27 in. wide



REG. 104.95 BEDROOM

3-PIECE GROUP

**94<sup>88</sup>**

- Smooth Walnut sheen finish
- Rolled Waterfall style tops

Ward Week cut-price! A full size double bed, large four-drawer chest and roomy vanity with Plate Glass mirror. Drawers lockjointed, center guided for easy sliding. Constructed of imported Veneers, finished in Walnut. Attractive Plastic drawer pulls. Bench, 7.88; Stand, 11.88

OUTSTANDING VALUES



LOOP-PILE RUGS

24x36" **2.66**

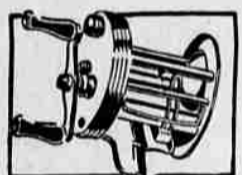
Ward Week Only  
Cushion-soft, thickly tufted cottons! 5 exciting colors! Rubberized non-skid backing!



REAR VIEW MIRROR

REDUCED **1.48**

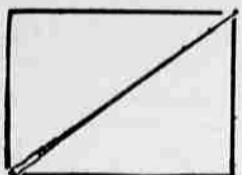
Regularly 1.79  
Large 4" mirror, gleaming chrome finish. Easily installed on door edge—fits either side.



3.49 SPORT KING

REEL **2.99**

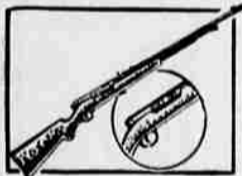
100-yd. Capacity  
Non-backlash, with adjustable casting drag. Chrome-plated. Phosphor bronze bearings.



2.69 TELESCOPIC

ROD **2.44**

Extends to 8 1/2"  
Handy to carry—use as a bait rod or for fly casting. 3-joint steel tip, snake guides.



WESTERN FIELD

RIFLE **27.44**

Buy on terms!  
22 Automatic, repeater, single shot! Holds 15 long rifle, 17 long, 21 short cartridges.



4.95 NEW KELLER

GLOVE **4.58**

Full size Pro-Model  
New 4-finger style. Select cowhide, oiled. Full leather lined. Solid web, laced fingers.



REG. 10.75 BIKE—16"

WHEEL **10.88**

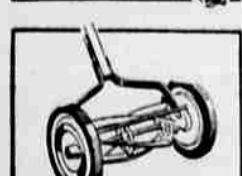
Sale Priced!  
Ball bearing front wheel, adj. seat, handlebars, 1-inch tires.  
12-in. 9.88—20-in. 12.24



SANDER-POLISHER

REG. 31.75 **29.44**

Save extra NOW  
3" bonnet polishes and sands floors, woodwork, cars! 115-V, 60 cycle AC-DC motor.



SAVE! 16.95 MOWER

REDUCED! **15.88**

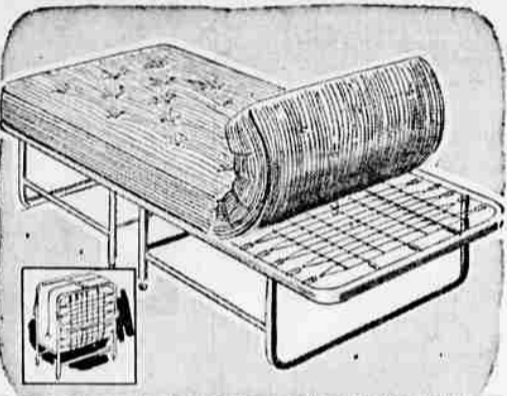
18" cut  
Lightweight, smooth and quiet . . . so easy to operate! Enclosed gears, rubber tires.



95c HAMMER REDUCED

OVER 15% **78c**

Save extra!  
Compare quality . . . low price! 16-oz. drop-forged steel head. Balanced hickory handle.



REG. 30.40 ROLLAWAY BED OUTFIT

Have extra sleeping space when you need it. Twin size steel frame, folds compactly with cotton felted mattress, bedding inside. Stow-away in closet.

**24<sup>88</sup>**



74.50 CHROME-PLASTIC SET 5-Pc.

30% 42" extension type table, opens to 30x52". Micalite Laminated Plastic top, chrome plated legs. 4-leg style chairs, durable Duran Plastic covered.

**67<sup>88</sup>**

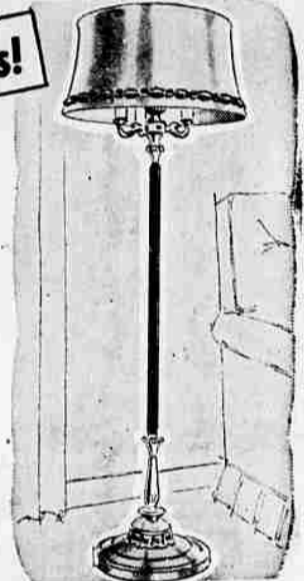
Save at Wards!

REGULAR 19.95 SIX-WAY FLOOR LAMP

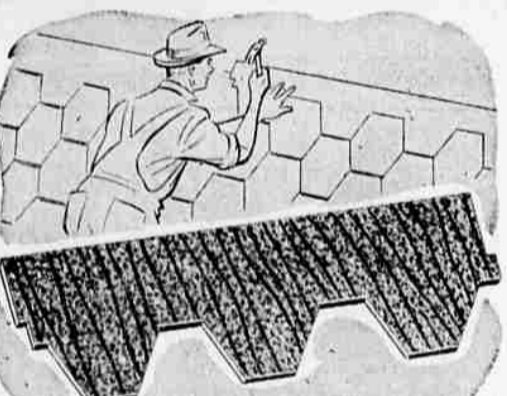
**16.88**

Now Reduced!

Buy this handsome floor lamp at this Ward Week cut price! 3 candle arms plus 100-200-300 watt mogul socket. 3 1/2" Onyx insert in base. Hand made, celanese shade, braided trim.



CASH-IN ON THE HUNDREDS OF WARD WEEK SAVINGS NOW OFFERED



6.90 HEX SHINGLES CUT-PRICED

Save extra during Ward Week! Rugged ceramic-surfaced asphalt—give you attractive roof that lasts years—keeps color. \*Covers 100 square ft.

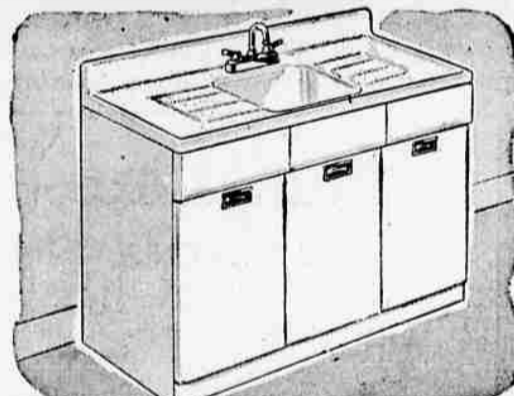
**6.21**  
*sq. \**



137.02 STEEL BATHROOM OUTFIT

Ward Week only! Stain-resisting porcelain-enameled 5-ft. tub, new design lavatory. Stainless, vitreous china lavatory with seat. Chromed fittings!

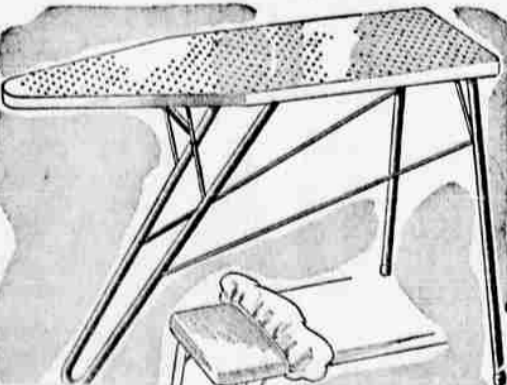
**120<sup>88</sup>**



REG. 111.60 STEEL 54-INCH SINK

"Buy" of the year! Giant storage, toe and knee space. 63 1/2 sq. in. porcelain enameled top resists stain. Baked-on enameled cabinet, chrome fittings.

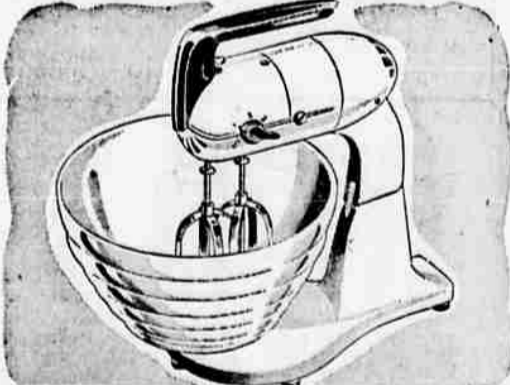
**96<sup>88</sup>**



COMPARE AT 9.95 . . . ALL STEEL

With perforated top for faster, cooler ironing! Opens, closes automatically! Rubber feet—won't creep.  
2.49 Pad & Cover . . . 1.99 Enameled finish!

**6.44**



BUYING SCOOP! 3-SPEED MIXER

HURRY—save at LOW special-purchase price! Does ALL mixing jobs—saves you time and work. Chromed beaters resist rust. Bowl, recipes. AC-DC.

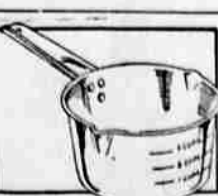
**17.44**  
Limited Quantity



SAVE! FINEST MADE!

Use "Super" and you won't have to paint again for years! It's self-cleaning; stays white! Easy to use!

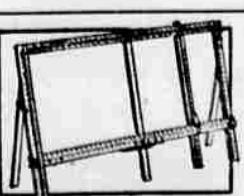
**4.19**  
gallon in 5's



SPECIAL PURCHASE! ALUMINUM

Super Value at **28c**

QUART pan for less than price of pint size pan! Mirror-finished, rustproof. Buy several!



QUAKER STRETCHER

SPECIAL! **3.88**

Self-Squaring!  
Save now! Adjusts to 54x92 in. Rustproof pins. Folds—easier to set up, take down.



SPECIAL! ALUMINUM BOWL SET

1 & 2-qt. sizes **68c**

HURRY—limited quantity! Unbreakable, all-purpose bowls. Mirror-finished—rustproof!

CHECK THESE WARD WEEK SPECIALS . . . TYPICAL OF THE HUNDREDS OF SAVINGS NOW AT WARDS