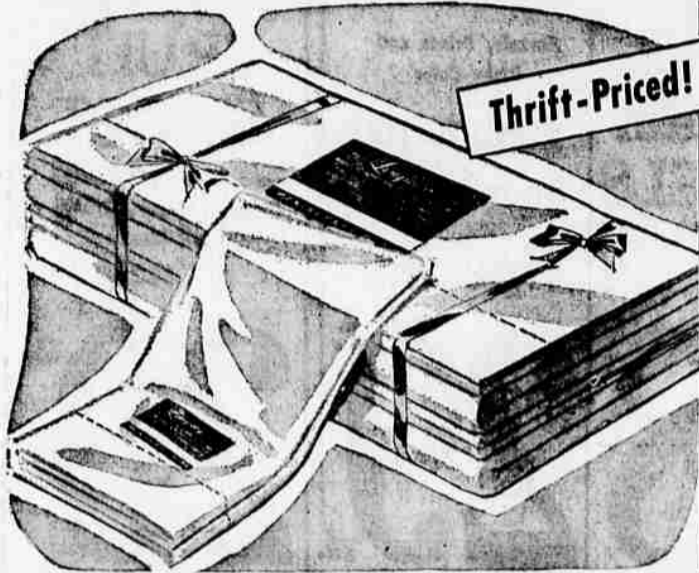


Montgomery Ward

WARD WEEK

117 SOUTH CENTRAL
TELEPHONE 2-6241

GREATEST SALE OF THE YEAR NOW IN FULL SWING!



Thrill-Priced!

WARDS FINE STURDY
LONGWEAR SHEETS

1.67

81x99-Inch Double Bed Size

- Strong Type 128 Thread Count!
- Long Service For A Thrift Price!

Housewives know the "Longwear" label means good quality... that it means, too, you get the soft, smooth finish that spells bedtime luxury. Strong tape selvages; 3-inch top hems.

- 72x99" Size on sale—Now 1.59
- 81x108" Size on sale—Now 1.77
- 42x36" Case on sale—Now 37c

Save at Wards

ALL OUR 1.98
NEW BLOUSES
IN COTTON
1.78

White and pastels

Come save on the blouses that give so much top quality for so little money. Chambrays, percales, piques, batistes, and broadcloths—all outstanding buys. Choose them today! 32 to 38.



RED TAG SPECIALS



MEN'S 2.49 BROADCLOTH SHIRTS!

Ward Week Special! Newest patterns, pastels, whites in regular fused and spread collar styles. All Sanforized and vat dyed! Save now.

2.24
Big Selection



Now On Sale!

SAVE! REG. 2.98 PLAYSHOES
IN A WIDE VARIETY OF STYLES

Popular at regular price, now reduced for Ward Week **2.66**

Here's your chance! Wards has a complete assortment of these smart playshoes... extra fine values at this new low price. They're designed in the highest of fashion... their leathers are smooth and rich-looking. Shown are three styles in patent, green or golden wheat. 4-9.

Cotton Sale!

1.98 DRESSES
FOR GIRLS 7-14
NOW REDUCED!
1.78

Wide Style Assortment

Filly, full-cut frocks in crisp fine quality cotton reduced just for this sale! Radiant Spring pastels and high tones featuring skirt or sleeve interests, dainty accents. See this ruffled style!



Prices Slashed!

WORK SETS OF
ARMY-TYPE
COTTON TWILL
5.16

Shirt 2.28 pants 2.88

Special Ward Week Price! Tan or gray Sanforized twills. Dress-type shirt has non-rip sleeve facings. Pants have zipper fly, cuffs, wide belt loops. Buy shirts, pants separately.



EXCITING CUT-PRICES IN EVERY DEPARTMENT!

Price Slashed

59c
SPEED SHORTS,
UNDERSHIRTS!

48c

Special Ward Week Price on better quality underwear. Superior combed and mercerized cotton. Extra-long ribbed shirts. Shorts have snug elastic waist, taped fly. All sizes. Stock up!

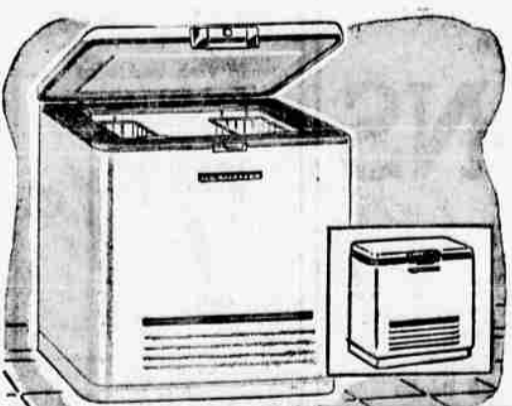


Sale Priced!

11-OZ. DENIM
SADDLE PANTS
ZIPPER FLY
2.68

Seams guaranteed

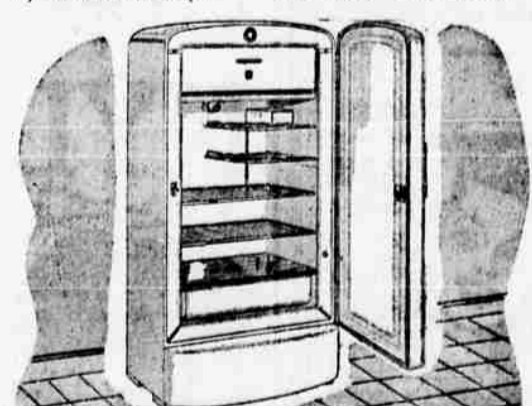
Tapered legs and snug fitting seat. A long-wearing, heavy 11-oz. blue denim. Flat inseam for comfort. Two front pockets, 2 rear pockets. Western yoke back. Men's sizes 28 to 42.



REG. 214.95 FREEZER... 7.2 CU. FT.

Extra savings now on quality M-W! 7.2 cu.ft. holds 250 lbs. Cabinet won't sweat! Save dollars during sale, more on all food bills.

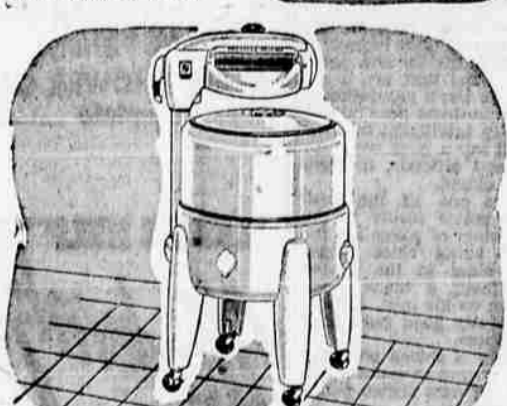
204⁸⁸
\$5 Down
Bal Monthly



SPECIAL 8 Cu. Ft. REFRIGERATOR VALUE!

Ward Week Special! Deluxe 8 cu. ft. M-W refrigerator built to save you \$55. Many extra features—42-lb. Full width freezer.

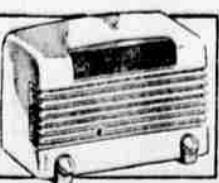
209⁸⁸
On Terms: \$5 Down
2.50 Weekly



SAVE 8.07—REG. 94.95 STD. WASHER

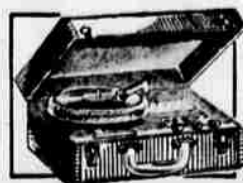
Super-cleaning 6-vane Swirlator gets clothes whiter. Large porcelain tub holds 9 lbs. 8-pos. Lovell wringer has 2" balloon rolls. Extra fee-On Terms: \$5 Down Automatic pump

94⁸⁸



16.95 TABLE RADIO
IVORY **15⁸⁸**

Low-priced table radio in brown plastic cabinet. Clear toned speaker. Built-in antenna.



3-SPD. RADIO-PHONO
PORTABLE **39⁸⁸**

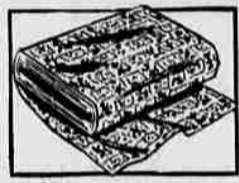
Ask about terms: Portable radio-phonograph all 3 speeds. Rich toned AM radio. Whipcord plastic case.



REG. 45.95 TANK
CLEANERS **43⁸⁸**

On Terms: 10% Down Even greater savings on quality built cleaners! 7 attachments to complete housecleaning job.

CHECK THESE CUT-PRICES!



REG. 39c PERCALE
PRINTS **34c**
80 Sq. Count

Save plenty! Big assortment of washfast colorful prints for every purpose. 35/36 in. wide.



REGULAR \$1 JOAN
BROWNE BRA **88c**
Hurry... Get Yours!

In nylon... cotton... or rayon! Figure beauty at a Ward-low price! A-B-C cups, sizes 32-40.



29c GIRLS' COLORED
PANTIES
Sizes 8 to 14
4 for 1.00

Stock up now! Soft, absorbent combed cotton in flat knit. Elastic waist, double



98c FANCY COTTON
SLIPS **88c**
Sizes 4 to 14

Sole! Frilly Sanforized styles, max. shrinkage 1%. Lace or eyelet trim on white, pink, blue!



REG. 59c TRIMMED
PANTIES **54c**
Spun-Lo Rayon

Lace frilled briefs and flares of smooth knit rayon. White, pastels. S m all, medium, large.



2.29 BLUE DENIM
JEANS **2.08**
Special price

Sanforized (1% shrinkage) jeans. Full cut, copper riveted yoke-back. Save! 22 1/2-34, crotch.



1.19 CHAMBRAY
SHIRTS **1.08**
Triple Stitched

Full-cut Homesteaders, reinforced at strain points. Long tails, non-rip sleeve facings.



49c SHOP CAPS!
SALE! **38c**
Sanforized!

Strong and comfortable. Rust proof eyelets, stitched bill. Coverts, denims and twills.



SALE! LEATHER PALM
GLOVES **84c**
Men's sizes

Sturdy split cowhide leather palms, tipped fingers. Elastic band at back. Gray. Buy now!



MEN'S SLACK SOCKS
REG. 29c **25c**
Sizes 10 to 12

Popular sports or dress sock

DON'T MISS OUT ON ANY OF THE SPECIAL VALUES OFFERED DURING THIS WARD WEEK SALE