

**Montgomery Ward**

# WARD WEEK

WHEN ALL AMERICA SHOPS AND SAVES!

117 SOUTH CENTRAL  
TELEPHONE 2-6241

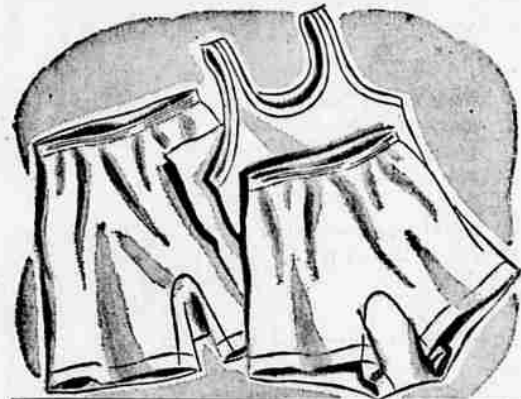
GREATEST SALE OF THE YEAR NOW IN FULL SWING!

## RED TAG SPECIALS!

### FABRICS VALUES!

LOVELY RAYONS..CRISP COTTONS,  
FRESH AND NEW FOR SPRING  
ALL AT BIG PRICE REDUCTIONS!

- 69c RAYON PETALDOWN** 58<sup>c</sup> Yd.  
Hand washable, fine dull luster finish. Glamorous prints, rich solid tones. Grand for dresses and blouses. 39-40".
- 69c LINEN-LIKE RAYON** 49<sup>c</sup> Yd.  
Pastels, smart neutrals, glowing brilliants, all cut-priced! Hand washable rayon with a feel for cool fashions. 40".
- 98c BEMBERG PRINTS** 87<sup>c</sup> Yd.  
Superb quality rayon sheers in exciting new prints! Light and frothy for hand-washable Spring and Summer frocks. 39".
- 59c COTTON CHAMBRAY** 48<sup>c</sup> Yd.  
Washfast, vat-dyed stripes and solids. Use separately, combine cleverly into breezy fashions, bedspreads, drapes. 35".
- 69c GINGHAM CHECKS** 48<sup>c</sup> Yd.  
Fine cotton in plain or multicolor washfast checks...now at huge savings! Grand for dresses, sportswear, decorations. 35".
- REDUCED! SHEER, LAWN** 49<sup>c</sup> Yd.  
Now cut-priced! Feminine Spring prints, dainty and airy. Delightful for young set fashions, nightwear, dresses. 36".



**REG. 59c BEAU DURAS REDUCED!**

Nationally known... famous for full-cut, workmanship, excellent fit. Cuff, flare or shorty styles in pink or white. Stock a supply today! Small, medium, large. **54c**



**Save at Wards!**

**SALE! FIRST QUALITY NYLONS—15 AND 30 DENIER, 51 GAUGE**

Full-fashioned  
... First Quality **84<sup>c</sup>**

Stock up now! Made by the finest manufacturers, these stockings are identical with famous-name nylons selling for much more. Clear-even-knit nylon, full fashioned for perfect fit, comfort. New Spring shades to blend with fashions most popular colors. 8 1/2 to 10 1/2.

**Outstanding Buy**

REGULAR 2.29  
BLUE JEANS AT  
REAL SAVINGS

**2.08**

Specialty priced

Sturdy 8-oz. denim is Sanforized (1% shrinkage). Full cut for comfort. Yoke back means smooth fit. Copper riveted for extra strength. Hurry for yours, and save! 22 1/2-34 in. waist.

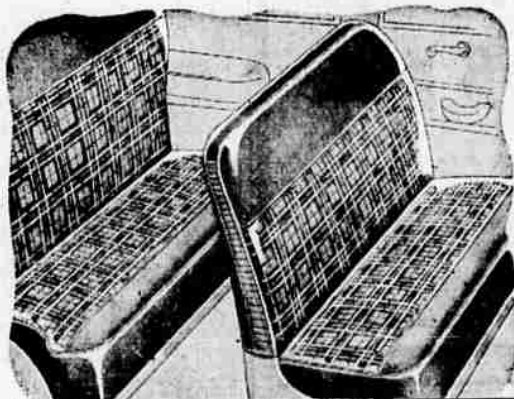


**Sale Priced!**

SAVE ON THESE 3.29 SANDALS AND PLAYSHOES FOR CHILDREN

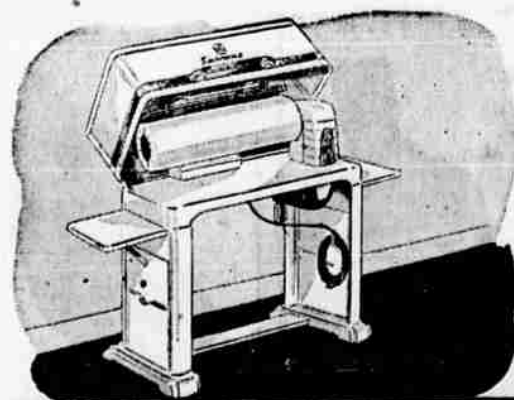
Good quality Green Bands, at an extra low price! **2.88**

Now, right at the start of the warm weather season, we've slashed the price of these airy leather shoes that children love to wear! But hurry... they'll go back to regular price when Ward Week ends. In patent, brown or white, with flexible Ward-o-life soles. Sizes 8 1/2-3.



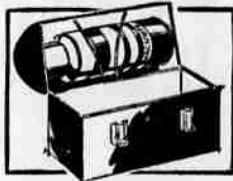
**LONG WEARING WOVEN PLASTIC!**

Smooth, lustrous SARAN won't scuff or get threadbare; dirt wipes off! Bright colors can't fade, run or stain. Vinyl plastic leather trim. Reinforced seams. **2044 SEDAN**



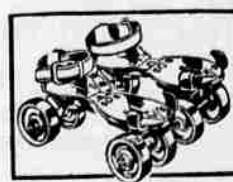
**SUPREME QUALITY M-W IRONER**

M-W saves you time and work! Takes half the time of hand methods. Easy finger tip or knee control; automatic heat control. 2 ironing speeds and press. **154<sup>95</sup>**



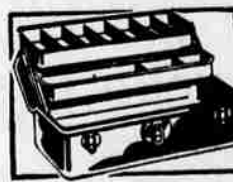
**2.29 LUNCH KIT REDUCED 1.88**

Sanitary, enameled metal box keeps foods fresh. Pint vacuum bottle clamps in lid.



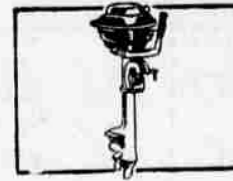
**1.98 ROLLER SKATES REDUCED! 1.78**

Ball bearing wheels, nickel-plated chassis. Rubber cushioned trucks, leather straps.



**3.19 TACKLE BOX REDUCED 2.88**

Sturdy, all-steel box, tan enameled finish. Cantilever trays hold all your equipment!



**117.50 SEA KING 5 H. P. 108<sup>88</sup>**

Automatic rewind starter; 360° full pivot reverse! Only 45 lbs. \*O.B.C. Rated at 4000 rpm.



**1.89 BIKE TIRE REDUCED 1.47**

Wards "Air-Cushion" balloon. 2-ply cord—resists punctures! 1.05 Balloon Tube .....88c



**WARD WEEK ONLY CUT-PRICED 16 1/2<sup>c</sup>**

PREMIUM GRADE Vitalized. NEW, improved! None finer—keeps motor clean, powerful.



**REG. 39.95 HAWTHORNE '50'**

Safest bike on the road for the money! Nationally-known coaster brake. "Air-Cushion" balloon tires! • Jr. "50" for Boys & Girls. 7-1. 36.88 **36<sup>88</sup>**



**GUARANTEED 24 MONTHS!**

Equals or beats most original equipment! None finer at this price! 100 ampere-hour capacity—45 heavy-duty plates insure long, dependable service. **10<sup>88</sup>**

**See the Ironer Demonstration in the Store All Day Saturday!**

**BUY YOUR NEEDS NOW, SAVE EXTRA... EXCITING WARD WEEK PRICES IN EVERY DEPARTMENT**