



CHOOSE NOW FROM BIG, FRESH ASSORTMENTS,  
SPECIAL PURCHASES—HUNDREDS OF CUT PRICES!

Wards Biggest Store-wide Sale, with Lowest Prices of the Year—Ends April 23!

**MISSES' SPRING TOPPER SALE**  
Usually 12.98 to 16.98. 100% wools or wash-  
able nylons in leading styles. Sizes 8 to 18. **\$10**

**BOYS' SPORT SHIRTS — USUAL 1.29**  
Sale! Color-bright spring prints in crispy-cool  
cotton linene. Buy more than one! Sizes 6-18. **88¢**

**WOMEN'S SANDALS — USUALLY 2.98**  
Buy at saving! Light and lovely leather san-  
dals in spring-fresh colors. Sizes 4 to 9. **1.99**

**USUAL \$1 MIRACLE CANNON TOWELS**  
Dupont Dacron-nylon double selvages. 22x44"  
Face Towel, 16x26" 44¢ Washcloth 23¢ **58¢**

**7-PC. DINETTE — 129.95 QUALITY**  
Chrome set with a big 60" table—tough  
stain resistant table top, 6 big chairs. **89.88**

**\$25 TO \$30 AUTO SEAT COVER**  
Jetspun® covers—color-fast, shock and  
burn resistant. Many colors, patterns. **18.88**

**NEW! 24-IN. MIDDLEWEIGHT BIKE**  
Usually \$50. Boys' & girls' Hawthornes  
with narrow gauge tires for easier  
riding. **45.88**

**HANDY GARDEN CART—REG. 8.95**  
Leakproof tray holds 2 3/4 cu. ft. Spot-weld-  
ed reinforced steel body. Nylon bearings. **7.88**

**25% OFF**  
**WARDS FINEST RAYON TUBE-TYPE**

YOURS IN BLACKWALL AT  
LOW WARD WEEK PRICE **14.55\***  
6.70-15 Blackwall  
Same as original equipment. Rupture-  
resistant super rayon-card body. Deep, non-  
skid tread for long, trouble-free mileage.

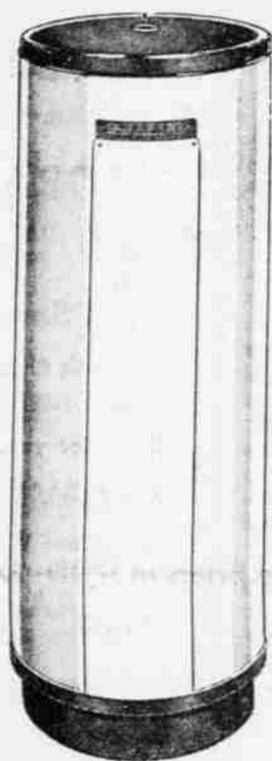
**WARDS DELUXE RAYON TUBELESS**

YOURS IN BLACKWALL AT  
LOW WARD WEEK PRICE **16.55\***  
6.70-15 Blackwall  
All outstanding features of tube-type De-  
luxe above, PLUS special "inner liner"  
—changes "blow-outs" to "slow-outs."

\*PLUS EXCISE TAX AND YOUR OLD TIRE IN TRADE

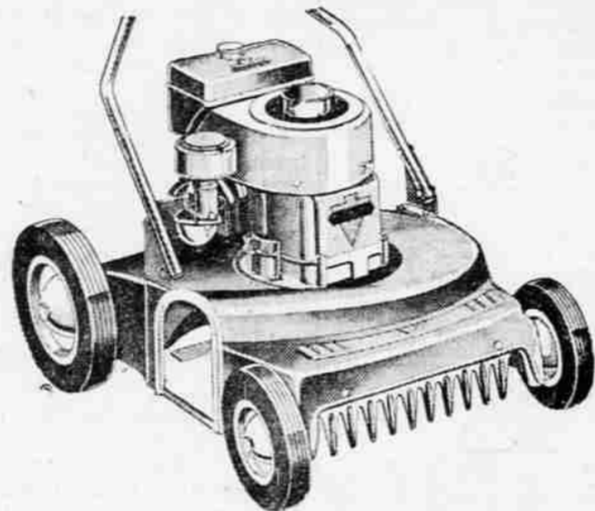


**EXTRA SAVINGS IN WARD WEEK HELP STRETCH YOUR BUDGET**



**REGULAR 109.95  
WATER HEATER  
89.88**

Only \$5 down on terms.  
40-gal. Supreme elec-  
tric model with glass  
lined tank that can't rust  
or corrode. Adjustable  
automatic thermostat.  
2" "wrap-around" ele-  
ments heat water quick-  
ly, economically. Easy-  
to-clean baked enamel  
finish. Concealed con-  
trols. 10-Yr. Protection.



**79.50 Powerful 17-in. Rotary Mower  
with 1 3/4 HP 4-cycle Engine**

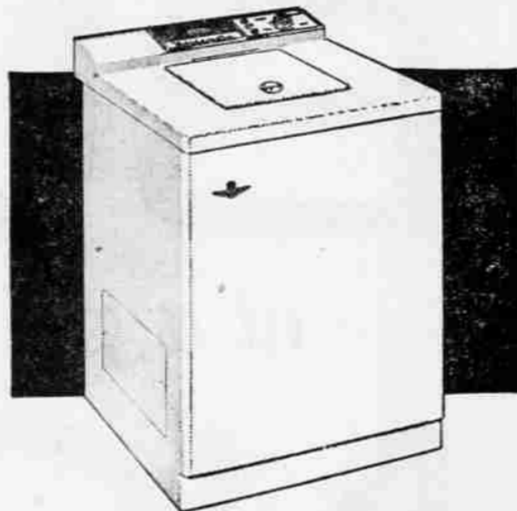
10% DOWN ON TERMS  
Rugged, lightweight alu-  
minum frame with side dis-  
charge. Recessed wheels—  
close trim. **66.88**

**SAVE NOW ON WARDS CONVENIENT MONTHLY PAYMENT PLAN!**



**SUPER House Paint Sale-Priced  
Test-proven one of the finest!**

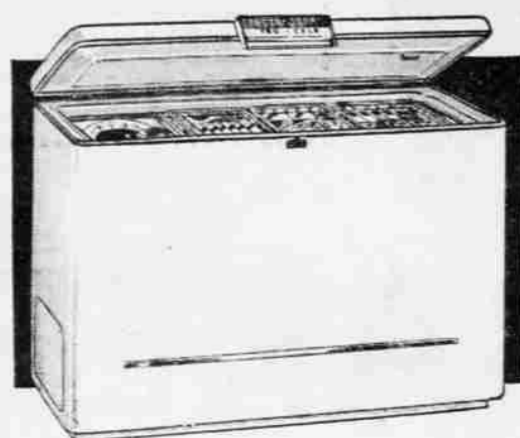
Reg. 5.49 GALLON in case lot  
of 4 or more gallons, Gal. now  
5.39 gal. in 5-gal. Pail 4.38  
Reg. 5.49 Single Gallon 4.64 **4.48**



**Reg. 214.95 Wardmatic Washer  
with Select-A-Fill Water Saver**

\$5 DOWN ON TERMS  
Select water level right for your  
load. Gentle, thorough agitation.  
Overflow rinsing. Full 9-lb. cap. **179.88**

**BUY NOW AND SAVE AT WARDS LOWEST PRICES OF THE YEAR!**



**14.7 Cu. Ft. Chest Freezer  
Reg. Low Price 349.95**

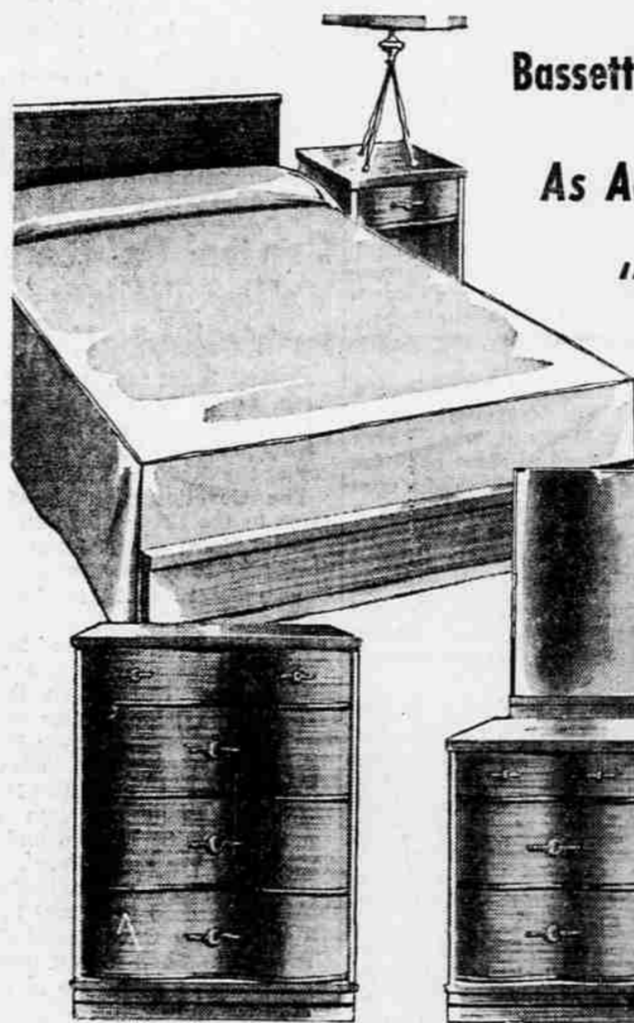
Big 515 lb. capacity, 36" countertop height.  
Has nested basket set, tilt-up basket, signal  
light. Fiber-glass insulated. Yellow interior.

Pay only \$10 down on  
Convenient Terms **289.95**



**Sale! Wards new 39-lb. portable TV  
Carry anywhere, plug in—play**

\$5 DOWN ON TERMS  
57% more viewing area  
than 14" portables usual at  
this price. Dark picture tube. **99.88**



**Bassett 3-Pc. Suite**

As Advertised in **LIFE**

"Fruitwood" with DuPont Dulux Finish

**Extra \$50 Saving**

DuPont "Dulux" finish  
Bassett—for fine furniture  
Pittsburgh—fine mirror

10% down, **189.00**  
Terms

If not specially priced, Wards  
price would be \$229. Bassett,  
Pittsburgh, and DuPont combine  
to give the finest suite at this  
low price. Panel Bed; 6-drawer  
Dresser; 4 drawer Chest. 2-PC.  
SUITE Bookcase Bed; 6-drawer  
Dresser 159.00

**EXTRA SAVINGS SHOP FOR HOME FURNISHINGS AT WARD WEEK SAVINGS**

As Advertised in **LIFE** **58.50 Quality Mattress with 312 Coils**

U.S. STEEL COILS WITH DUPONT NOISELESS PROCESS!  
LATEX COATING WITH BURLINGTON MILLS TICKING



**Simmons Exclusive**

FULL OR TWIN SIZE

**\$39**

4 famous manufacturers—Sim-  
mons, DuPont, Burlington Mills  
and U.S. Steel—join with Wards  
to bring you this fine quality  
sleeping comfort at the lowest  
possible price to you.  
MATCHING SIMMONS  
BOX SPRING.....\$39

BUY FOR 10% DOWN ON TERMS