

Montgomery Ward

# WARD WEEK

Use your credit at Wards . . . pay later from income.

## Prices Are SLASHED!

- OPENING DAY! WARDS BIGGEST SALE OF THE YEAR!
- WHEN ALL AMERICA SHOPS AND SAVES



### Dress Scoop!

Wards Bring You 2.98 Bright Spring

### Cotton Dresses

at **2<sup>00</sup>**

Grand patterns that will be sold in a hurry! Selections are complete, but come early!

—MEZZANINE—

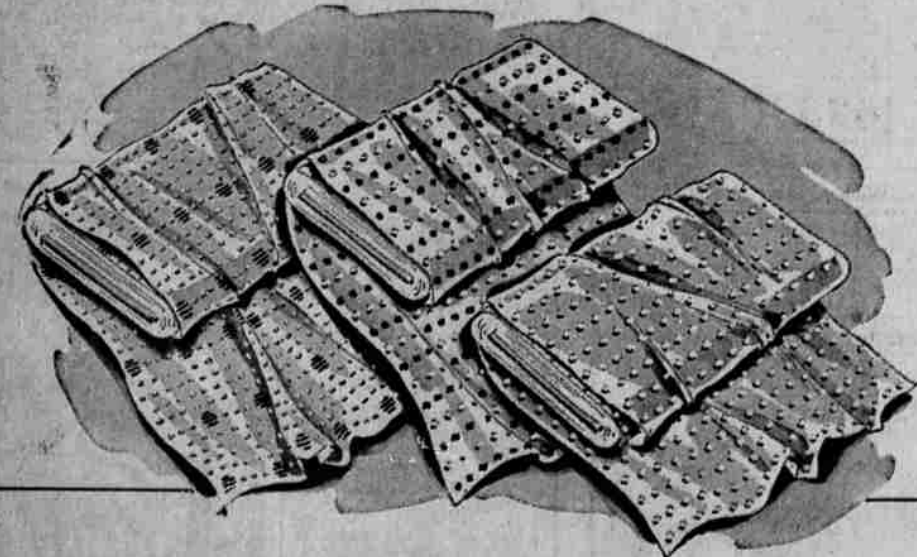


### Special Sale On Girls' Camp Mocs.

**2<sup>66</sup>**

Popular favorite in brown or white. Ideal for outdoors . . . for sure footed walking! So comfortable . . . so practical . . . and such a good "buy" at this special price! Of smooth, pliant leather with molded rubber soles for long wear. They're so nice for school, too! Sizes from 3½ to 8.

—MAIN FLOOR—



### FINE QUALITY CURTAIN MATERIALS

**33<sup>c</sup>** Yd.

Plain sheer . . . dotted sheers . . . some with bright woven figures! Snowy whites—some with color! All washable. Buy now—make fresh, new curtains for your hard-to-fit windows . . . make the double and triple widths you like so much, at big savings! 39-42" wide.

—MAIN FLOOR—

## Main Floor Specials!



SAVE ON REG. 59c **48<sup>c</sup>**  
BEAU DURA BRIEFS

Skin-smooth, you'll wear them 'neath your sleekest frocks! Quality elastic band . . . double fabric crotch. In dainty tealose. Small, medium, large.



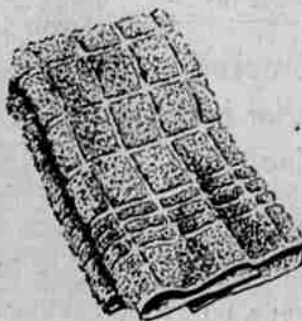
1.29 FINE QUALITY **93<sup>c</sup>**  
RAYON PETALDOWN

New floral and conversation prints with pastel and dark backgrounds. Make it into soft, feminine blouses and dresses for afternoon wear. 39 inches.



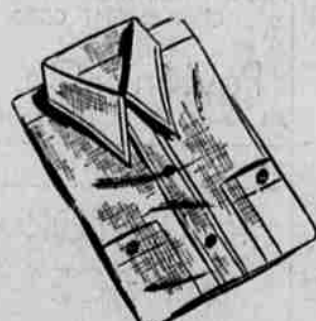
PAY LESS FOR 1.98 **1<sup>78</sup>**  
GIRLS' DRESSES

Cracker-crisp cotton frocks in gay Spring-into-Summer floral prints and ever-delightful pastels with eyelet and ruffle accents. Sizes from 3 to 6x.



SAVE ON "CANNON" **44<sup>c</sup>**  
54c BATH TOWEL

Sturdy 20x40" towel in solid block pattern. Peach, blue, green, rose, yellow.



1.49 PIONEER WORK **1<sup>34</sup>**  
SHIRT NOW ON SALE

Men's better quality blue chambray with double seams. Sanforized. 14½-17.



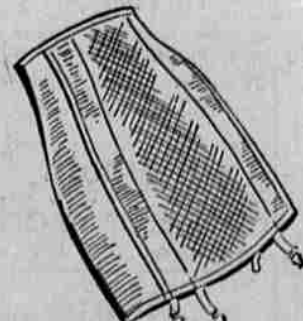
JR. BOYS' INDIAN **1<sup>58</sup>**  
PRINT SPORT SHIRT

Sanforized cotton (shrinkage 1%). Colorful design on natural ground. 4-10.



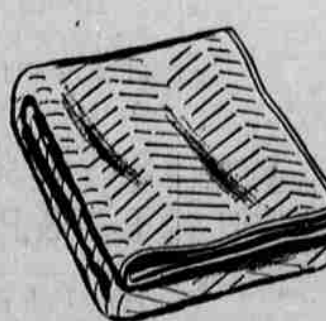
SAVE ON REG. 89c **77<sup>c</sup>**  
MEN'S FANCY SHORTS

They won't shrink more than 1% . . . won't fade! Gripper fasteners. 30-44.



REG. 1.98 ROLL-ONS **1<sup>78</sup>**  
GIVE FIRM CONTROL

Girdle and panty styles with up and down stretch. Nude or white. Small, medium and large.



REG. 3.59 QUILTED **2<sup>97</sup>**  
MATTRESS PAD

For extra sleeping comfort! Bleached white muslin. Cotton filling. 39x78 inches.

BUY ALL THE THINGS YOU NEED NOW, ON CREDIT. PAY LATER CONVENIENTLY FROM MONTHLY INCOME!