

9TH AT PINE STREETS

...HURRY! WEEKEND SPECIALS...



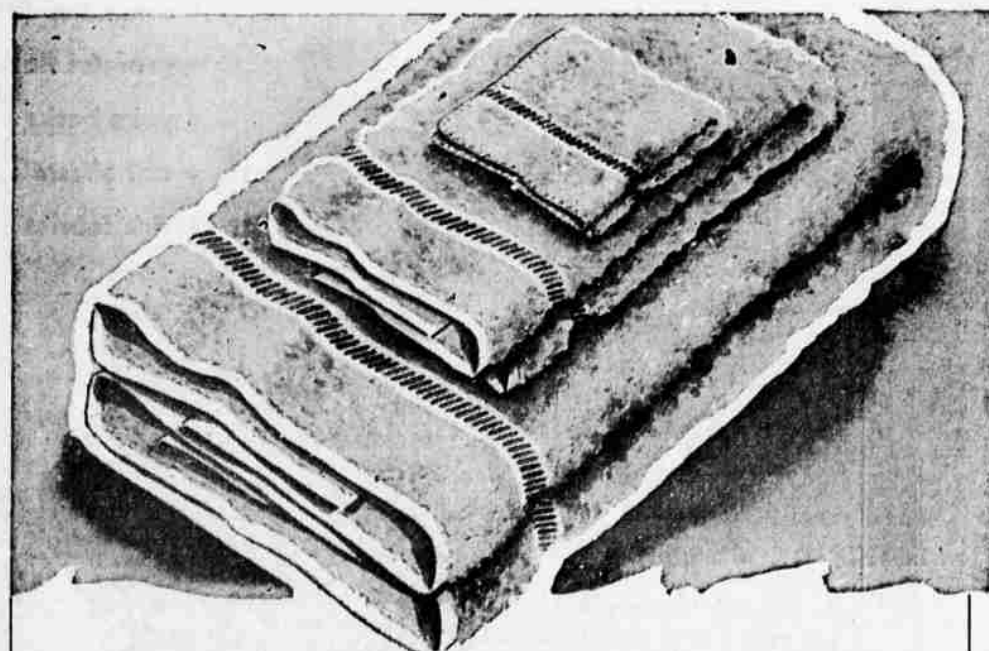
Sale! Reg. \$12.98
CAROL BRENT
DRESSES
NOW **11⁰⁰**

Dresses with an unmistakable look of quality in crease-resistant rayon fabrics. It is smart shopping to ask for CAROL BRENTS... They're the latest from the New York markets! And sensational at WARD WEEK PRICES!



THEY SCAMPER
...THEY SKIP
...IN SANDALS!
Reg. 3.49 **2⁹⁹**
SALE

When you buy sandals for that active youngster... you'll want them sturdy, comfortable and reasonably priced. Here they are! Supple leather and two straps for firm, easy fit. Cut-out design for airy foot freedom. In brown, white, red. 12½ to 3.



SAVINGS ON CANNON BATH TOWELS

Absorbent turkish towels in the "Granada" pattern. Blue, green, peach, rose and yellow with white and darker shade of same color rope stripe border. Size 20x40 inches.

- Hand towel, 16x25 inches... 44c
- Wash cloth, 12x12 inches... 19c
- Big Cannon bath towel, 20x40... 44c
- Hand towel, 16x25... 32c
- Wash cloth... each 9c
- Cannon dish cloth... 6 for 39c

74^c

ASK ABOUT WARDS CONVENIENT MONTHLY PAYMENT PLAN

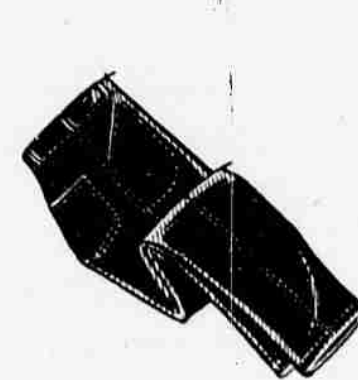
*Montgomery Ward***WARD WEEK**

STORE HOURS: 9:00 a.m.-5:30 p.m.

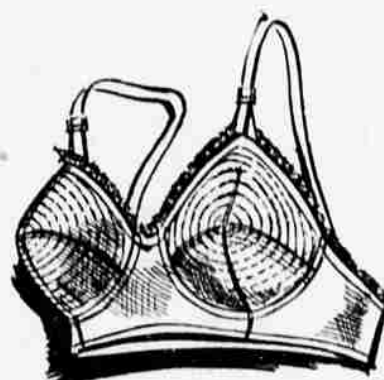
THE BIGGEST SALE OF THE YEAR! WHEN ALL AMERICA SHOPS AND SAVES!

• COME EARLY FOR THE BEST SELECTIONS!

• SHOWN HERE ARE ONLY A FEW OF THE MANY SAVINGS!

LADIES' 8-OZ. DENIMS
WARD WEEK PRICED! **2⁷⁸**

Blue dungarees. Reinforced with copper rivets at points of strain. Sizes, 24-38. Batty blue and brick 1.97

ALL-SILK BRAS
SPECIAL PURCHASE! **2⁷⁷**

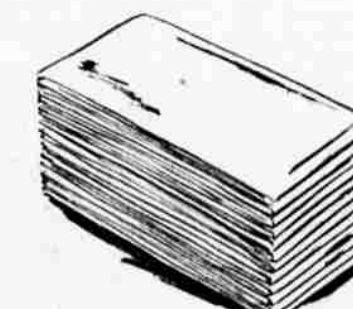
Popular circular stitched cup for correct fit. Lace edging. Nude, white, 32-38.

RAYON JERSEY SLIPS
NO SAG — NO STRETCH **1⁹⁷**

Reg. 2.39 reduced for Ward Week. It is run-proof. White, searose, blue. 21-46.

RECEIVING BLANKETS
WARD WEEK PRICED! **34^c**

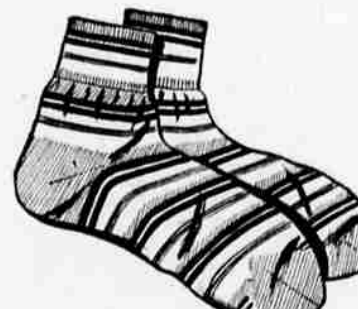
Soft, warm, washable. Stitched edges. 30x40 in. Pink or blue. Stock up today.

REG. 2.49 DIAPERS
SOFT FLUFFY, 27x27 **2⁰⁹**

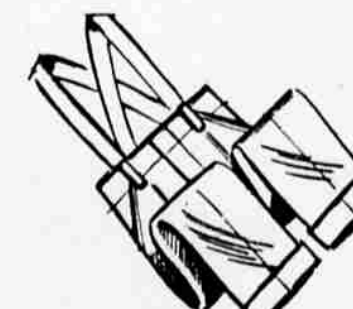
Ward Week priced! Soft white cotton. Hemmed edges. Packed 12 to package.

SALE! FLOOR LENGTH
END PANEL CRIB **33⁸⁸**

Birch veneered panels. Wood cut-out decorations. Metal spring. 6-year size.

REGULAR 25c BLAZER
BOYS' SOX REDUCED! **22^c**

Specially priced for Ward Week. Soft cotton, reinforced toe, heel. 8½-10½.

JR. BOYS' WHIPCORD
SUSPENDER LONGIES **1⁹⁴**

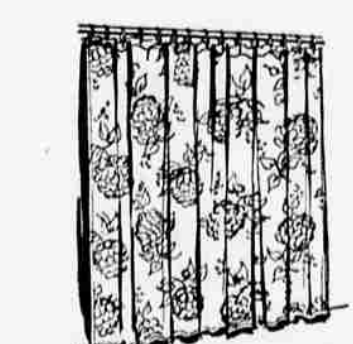
Reg. 2.45. Sturdy woven cotton. Adjustable suspenders. Brown, blue. Sizes, 2-8.

BOYS' "T" SHIRTS
ASSORTED STRIPES **77^c**

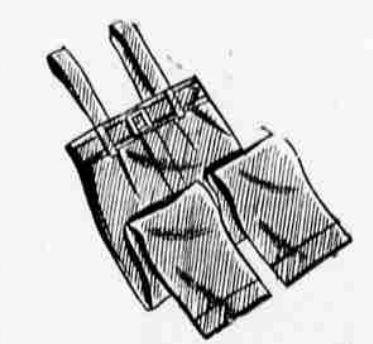
Solid color knit shirt. Rib crew neck. Fine combed cotton. Blue, white. 8-16.

SALE! GIRLS' COTTON
BLOUSES, 7-14 **1⁷⁷**

Reg. 1.98. Sweet princess collars, open front, short sleeves. Assorted solids.

REG. 6.98 SHOWER CURTAIN AND
WINDOW CURTAIN SET **5⁸⁸**

For this sale only! Durable, pliable and waterproof. Matching window pricella.

BOYS' TWILL O'ALLS
WARD WEEK PRICED! **1⁵⁸**

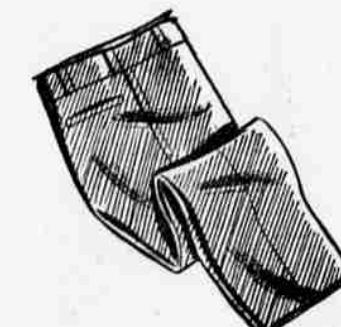
Reg. 1.79. Sanitized not to exceed 1% shrinkage. Adjustable.

REG. 14.50 ENGINEER
BOOT NOW REDUCED! **12⁸⁸**

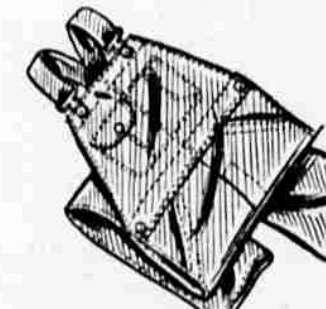
Oil tanned to resist moisture. New type heel, snug fit ramp. 11" high. 8-12.

SPORT SHIRTS
BETTER QUALITY **3⁴⁷**

Reg. 3.98. Save on these men's fine rayon and cotton shirts. Tan, blue. 8-M-L.

MEN'S ARMY TWILL
PANTS REDUCED! **2⁷⁸**

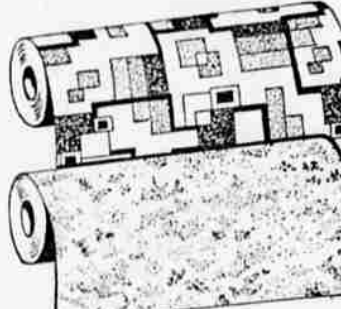
Regular 2.19. Type 1 corded two ply army twill. Better quality. Tan. 30-44.

POWERHOUSE
OVERALLS **2⁸⁸**

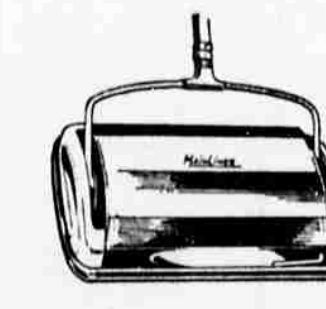
Full cut to fit rise. Sanitized, to not exceed 1% shrinkage. 8-oz. 8-16.

REGULAR 1.19 BAG
OF ROCK WOOL **97^c**

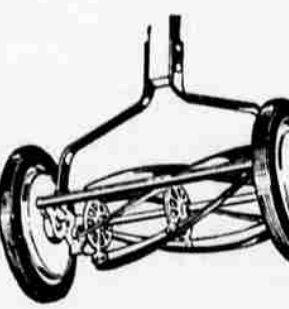
A 25-pound bag of Rock Wool insulation at a cut price. The kind that pours!

SALE! Long Wearing
HEAVY WARDOLEUM **74^c** sq. yd.

Glossy enamel surface so easy to clean. Gay florals, and lively tiles. 6-9" wide.

REGULAR 5.95
CARPET SWEEPER! **3⁹⁷**

Save almost \$2.00 if you get yours during this sale. Don't miss this!

REGULAR 18.50
LAWN MOWER! **16⁸⁸**

A smooth-rolling neat cutting mower at a sale price. Cuts 16-inch swath.

REG. 10.98 WINTER
KING BATTERY **9⁹⁸** exch.

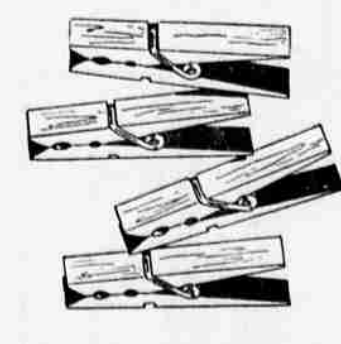
100-ampere hour capacity... 2-year guarantee. Extra power at a low price.

REGULAR 2.98
METAL CAMP JUG! **2⁴⁷**

All metal... practically unbreakable! Gallon size. Get yours now!

Reg. 6.29 Words Finest
BATH SCALES **5⁹⁷**

Magnifying dial... 1-lb. graduations up to 250 lbs. Enamel base... water-proof mat.

SALE! Spring-Type
CLOTHES PINS **24^c** for 3 doz.

Polished wood pins that grip and hold even on the windiest days!

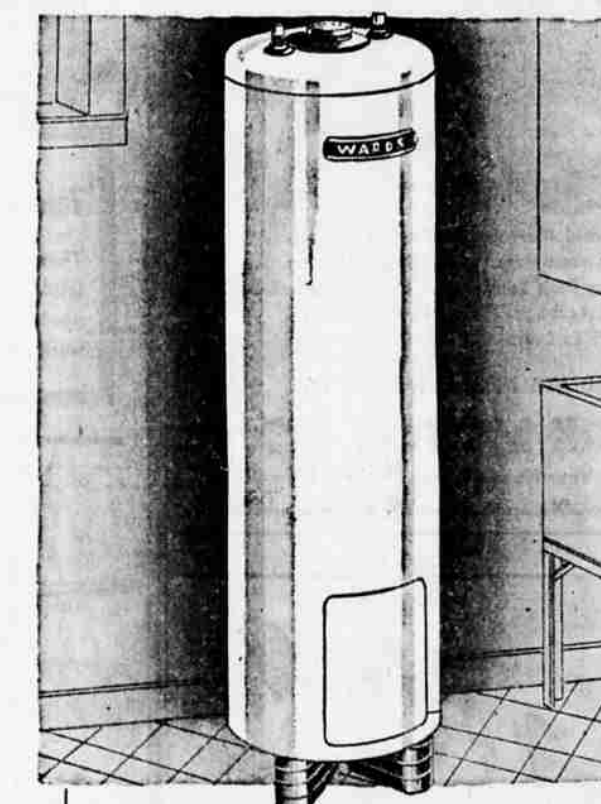


SUPER HOUSE PAINT SALE - PRICED!

Beautifully and protect your home now at this special Ward Week price! Finest pigments and oils skillfully blended by experts to produce a real "job-matched" paint of top-quality. There is no finer house paint at any price! Buy now and save! • Single gallon 4.64 Gal. in 5's

4⁵⁴

- SUPER DECORATIVE ENAMEL, hard, bright, tile-like finish... long wearing, ideal for furniture... 48c ½-pint... \$1.62 quart... \$5.88 gallon
- 4-INCH 100% PURE BRISTLE BRUSH... \$1.98
- 2-INCH VARNISH BRUSH, 100% pure bristle... 94c

AUTOMATIC GAS
WATER HEATER
REDUCED!**60⁹⁵** 30-Gallon
On terms: 10% down
Balance monthly

It's fully automatic! You'll never have to touch it. Install it in your home and enjoy the comfort... the convenience of a constant supply of hot water. Heavily insulated... it keeps water hot longer... uses less fuel... keeps fuel bills lower. Buy yours at today's special price and save!

40-GAL. ELECTRIC HOT WATER HEATER, with double
element **97⁸⁸**2-PART LAUNDRY TRAY, complete with stand and
faucets **22⁰⁵**

SALE! FINE 1.49 PRINTED CRETONNE

Price cut for this event only — get the quantities you need now at tremendous savings! The coordinated patterns make your slip cover and drapery ensembles exceptionally smart-looking! The colors are brighter, richer — vat-dyed! All 36 inches wide. All reduced!

97^c

BUY ALL YOUR HOME NEEDS ON WARDS CONVENIENT MONTHLY PAYMENT PLAN

Shop Wards This Week!**America's Greatest Sale!**