

# In Full Swing WARD WEEK

AMERICA'S GREATEST SALE!

WARD WEEK SPECIAL

Lowest Price of 1937 — Tremendous Ward Week Sale!  
Innerspring Mattress

Finest in America  
Under \$15

**1088**  
82 Monthly Plus Carrying Charge

While quantities last, out they go at this ridiculously low price! Imagine—INNER-SPRING COMFORT at cotton mattress prices! Nothing skimpy—nothing cut down just to "make" a low price! This innerspring is made of finest materials to rigid Ward specifications! The built-in quality features are identical with those you'll find in expensive makes! Pay only \$2 down, get MORE comfort. BETTER sleep at this amazingly low Ward Week price!

99 Coil Double Deck  
PLATFORM SPRING

\$12.95 value! Ward Week only!  
—Two decks of finest Premier wire coils! Adds ONE-HALF to innerspring mattress comfort!  
**1044**



WARDS SCOOP THE RADIO WORLD!

The Most Sensational! Compare with any \$100.00 Radio



1938's Newest Model  
8-TUBE

Automatic Console  
**4794**  
\$5 Down

Come in! Compare this value with radios selling at \$100! Shop anywhere! This amazing value CHALLENGES COMPETITION! Just look at what you get... Automatic Tuning! 12" Projectotone speaker! High Fidelity! Automatic Bass Booster! Automatic volume control! Metal Tubes! Big 40" walnut veneer cabinet! Tuning Eye!

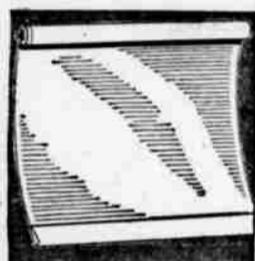
45 VOLT "B" BATTERY—Tested. Guaranteed. Reduced for WARD WEEK **79c**



\$1 Priscillas

28-in.x2 1-6 yds. **84c** pr.

Sensational Ward Week value! Beautiful Priscillas, cushion dots, woven figures.



Window Shades

Prices slashed **38c** ea.

Reg. 55c! First quality cloth shades, water color finish! Ass't colors! 36" x 6'!



Novelty Nets

Ward Week Scoop **8c** yd.

Curtain materials... colorful Opera gauze and novelty nets! Open weaves! 36" wide!



Jaspe Homespun

Reg. 25c **19c** yd.

Amazingly low priced! Long-wearing quality! For pillows, slip covers! 36".

\$50 Quality! Bed-Hi LOUNGE

Sale! Bed, Mattress, Spring  
Your choice ..... Each **7<sup>44</sup>**

\$40 construction features! Finest Inner Spring you can buy at **29<sup>88</sup>**

Ward Week saves you \$10 on average advertised prices for this quality! Extra Innerspring Mattress! Long-wearing tapestry covering! Opens into twin or double beds at regular bed height, above unhealthful floor drafts!

**42<sup>88</sup>**  
\$5 Monthly

Save \$20 — Big 2-pc. Living Room

2-pc. Rayon Mohair Suite **104<sup>88</sup>**  
Should be priced at \$125!

Compare \$145 Suites! 2-pc. **119<sup>88</sup>**  
in rich Novelty Mohair

Your last chance to cash in on this great Ward Week value! We can't use the famous maker's name because we're \$30 LOWER than nationally advertised values! Big 7 foot davenport! Rich, long-wearing velvet upholstery!

**69<sup>88</sup>**  
\$7 Monthly

Sale! RED and IVORY Enamelware **66c**



REDUCED for Ward Week! Compare this porcelain enamelware with pieces that cost \$1... you'll find the same features: Heavy-steel bodies! Enameled wood grips and gay trimming of bright red!



Waffle Iron

Ward Week Saving **2-77**

Heat indicator tells when to pour batter! Chromium plated finish. With cord.



Iron with Dial

Ward Week Only **1.93**

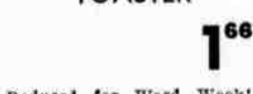
Dial tells when iron is at right heat. Chrome plated finish. Comfortable handle.



3-CELL FLASH

**88c**

A Ward Week reduction! Spot or Flood at the click of a switch! Chromium plated.



SANDWICH TOASTER

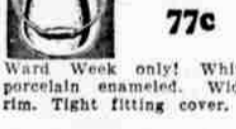
**1<sup>66</sup>**

Reduced for Ward Week! Chromium plated, bakelite handles. Detachable grease cup.



SET OF 4 BOWLS **88c**

Reduced for Ward Week! 4-piece pottery bowl set. Orange, Yellow, Green, and Blue.



Enamel Combinet

**77c**

Ward Week only! White porcelain enameled. Wide rim. Tight fitting cover.



IRONING BOARD

**2.22**

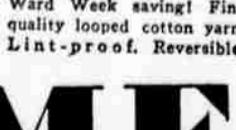
Ward Week only! Legs fold automatically. Metal iron rest. Sturdy and rigid.



HEAT PAD

**97c**

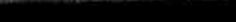
Ward Week cut price! Soft, wool-covered pad, complete with thermostat and cord.



WARDS WAX

**48c Qt.**

Ward Week cut-price! Self-polishing! Dries to shine without rubbing.



DUST MOP

**87c**

Ward Week saving! Fine quality looped cotton yarn. Lint-proof. Reversible.

WARD WEEK SPECIAL



Ward Week Sell-Out. Reg. 5.95

Wardoleum Rugs — 9x12 **4.98**

Ward Week Only! Save on Moderns, Tiles, Floral patterns! Stainproof! 6x9 ... 2.50 7 1/2 x 9 ... 3.30 9x12 ... 4.40

WARD WEEK SPECIAL



Save \$10. Ward Week Only.

Seamless Wiltons **53.88**

Reg. 63.88 Ward Week super-value! Gorgeous Oriental copies! Heavy wool pile! Fringed! 9x12. Only \$5 DOWN

WARD WEEK SPECIAL



COMBINATION OFFER

TWO CLEANERS

for less than the price of one elsewhere

**2888**

A complete cleaning ensemble! Wards Special finished in grey and black crackle and Wards Hand Cleaner at Ward Week low prices! Combination is a \$50.00 value!

WARD WEEK SPECIAL

Reduced TO THE LOWEST PRICE EVER! for Ward Week Only this Special Washer



Ward Week does it! In the face of rising prices Wards Special hits a new rock-bottom low price! Buy this washer during Ward Week... save \$20! You can't beat it for speed, efficiency, gentle washing action. Full size 6-sheet porcelain tub.

Gas Engine Model 4-cycle Briggs & Stratton **65.88**

New Washer in ALL-WHITE Specially priced for Ward Week! 7-sheet size tub porcelain finish. **55.88**

Gas Engine Model Available with famous Briggs & Stratton 4-cycle gas engine. **81.88**

MONTGOMERY WARD

221-229 MAIN TELEPHONE 3