

We Had to Buy Thousands of Pairs to Make This WARD WEEK Saving Possible!

Sale! Silk Hosiery



WARD WEEK SALE!

Tublast 64x60 Percalé

Frocks

Ward Week Only

49¢

AFTER WARD WEEK THE PRICE GOES RIGHT BACK TO 69¢

There's value packed into every one of these dresses! They're 64x60 percale... that means lasting WEAR! They're tublast... the prints will stay bright and fresh after many launderings. They're smartly styled (some trimmed with crisp organdie) and they're carefully made! Misses' and women's sizes from 14 to 52. (And PLENTY of large sizes, too.)

WARD WEEK SALE!

Lace and Acetate

Dresses

2.00

Outstanding Ward Week value! Beautifully styled lace or knitted acetate dresses in the new soft pastel shades. Sizes 14 to 44. They're worth \$2.98!

Chiffon or Service
Fresh, Dull Silk • Full
Fashioned • All
First Quality

"What a Value!"

Ward Week Only...

After This Sale

Back They'll Go

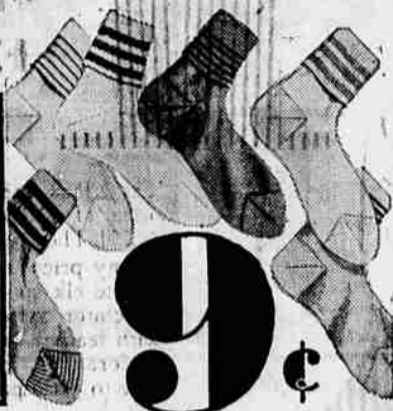
to Regular Price

44¢

PR



BECAUSE OF THE LOW PRICE WE RESERVE THE RIGHT TO LIMIT QUANTITIES.



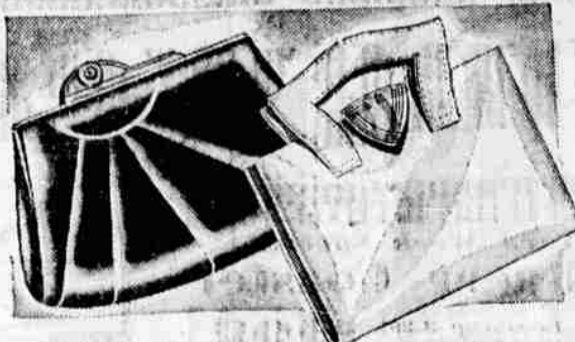
9¢

Anklets

Special for Ward Week Only!

Save during Ward Week on your favorite anklets. A wide variety of styles... fancy cuffs, strips, and smart solid colors. And you may choose rayon-plated or plain cotton. Sizes for misses, women and children. Grand bargains!

Anklets, 15¢ to 19¢. Reduced for Ward Week
Here's another chance to make really remarkable savings on Summer Socks for yourself and the children. Values! **13¢**



Regularly 98¢

Handbag Sale!

They're all washable! And look just like leather! Your favorite pouch and envelope styles in black, brown, navy, red, white, beige or gray. **88¢**

Ward Week Sale!

Sweater Blouses

88¢



Real values at \$1! Now you save 12¢! More popular than either plain sweaters or blouses this spring... in novelty weaves, pastels or white. 28-30.

BECAUSE OF THE LOW PRICE ONLY 3 PRS. TO CUSTOMER

66¢

Ward Week Sale Special!

Slips

of Rayon Taffeta

Tailored like very expensive slips... cut on the bias, for a perfect fit and finished with shadow panels. All are trimmed with delicate lace, and you may select them in a soft shade of tearose or white. Buy now, and get Wards regular fine quality at a sensational price. 10 days only!

Sale of Gowns!

Porto Rican Imports, and you know what values they are at the regular price. Now you can save 16%! Flowered batiste, full cut. Reg. sizes. **49¢**



Sale! Rayon

Panties

27¢

Lace trimmed, in a choice of several fancy styles, all beautifully finished. Flesh, tearose, in sizes 1-4. Fine Ward Week values at this low price!

Girls' Rayon Undies

Save 6¢ each during Ward Week. Panties of full finished rayon with lastex waistbands, in a delicate tearose. Also, briefs and bloomers. 4-14. **19¢**



Sheer Batiste

Regularly 15¢ yd.
Ward Week Price

12¢

The most popular fabric for Spring and Summer frocks... and a new one to use for curtains, dainty spreads and table cloths. Follow the latest fashion trends at the same time. Wards regular quality at this Sale price... sheer weave, gay Spring colors, all tublast. 36-in. width.

12 1/2¢ Broadcloth

Plain Colors

10¢ yd

Turkish Towels

Save A Dime
On Each One!

29¢

39¢ after Ward Week! Solid colors, Dobby borders; pastels; or extra heavy white. 22x44.

Wash Cloths, special, 3 for 10¢