

White Shoes



88c \$1.00 After Ward Week!

Sport Oxfords

Elk Finished, With Crepe, Rubber Soles or Duck Uppers With Suede Fabric Inserts

Right at the start of the sports-wear season—Ward Week brings you these new styles at a sale price! Choose them for sports, afternoon and street wear. Popular elk-finished oxfords in white or smoke color, with crepe-rubber soles for walking comfort. Other sports oxfords have white army duck uppers, with suede fabric moccasin inserts of white, blue, red, or green. They're all headline values at \$1—at Ward Week savings they're record-breaking!

Children's Shoes

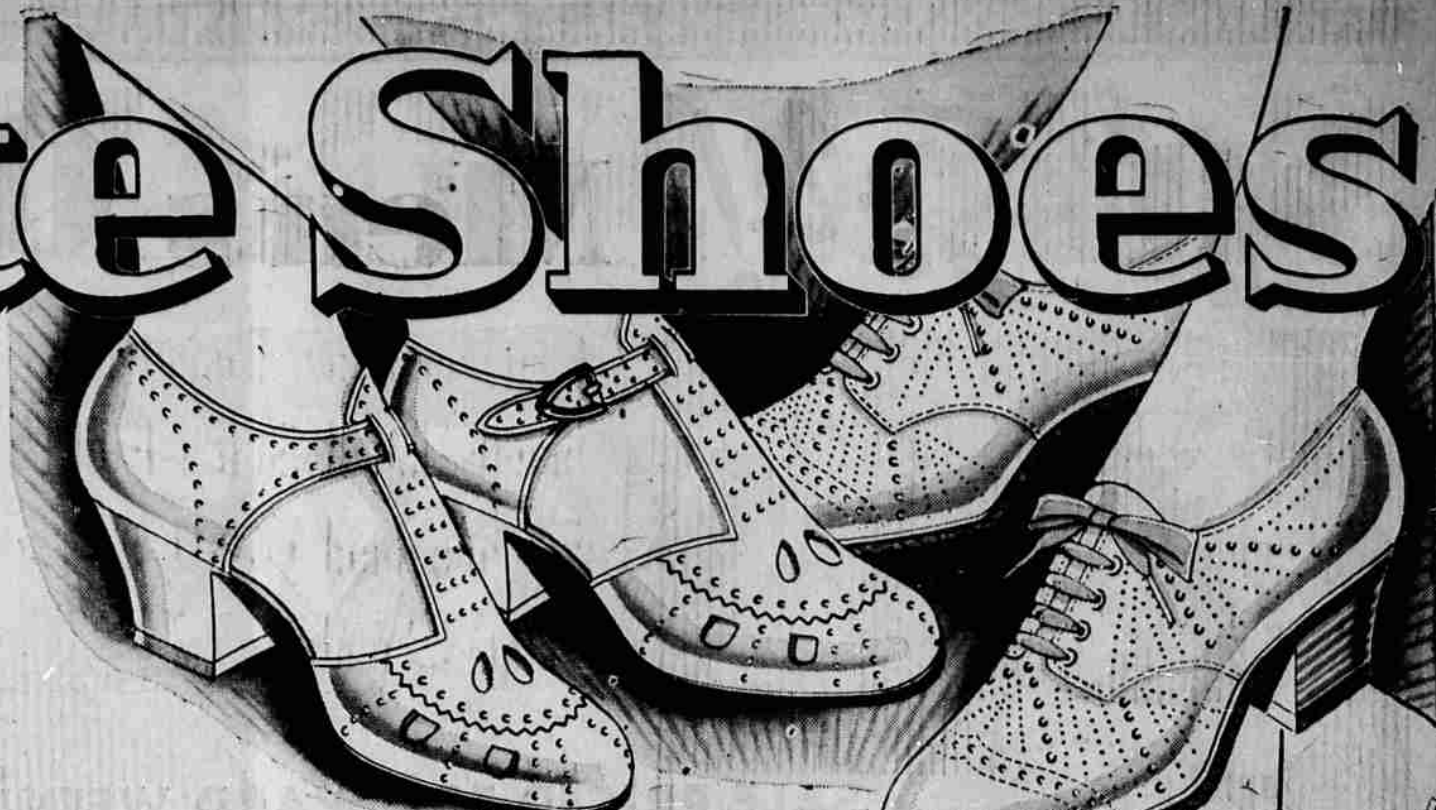


All With Solid Leather Soles!

1.00

Specially Priced for Ward Week!

No matter what kind of shoes the youngsters need they're right here at a Ward Week sale price. Carefully designed to fit growing feet properly. Made to withstand lots of hard wear. Black patent or white all-finish leather sandals with attractive cut-out trim. White elk-finish leather oxfords. Two-tone leather oxfords, brown with tan trim. All have solid leather soles! Sizes 8½-2. Better buy several pairs!



1.77 the pair

Made to Sell for \$1.98! Styles for Every Occasion!

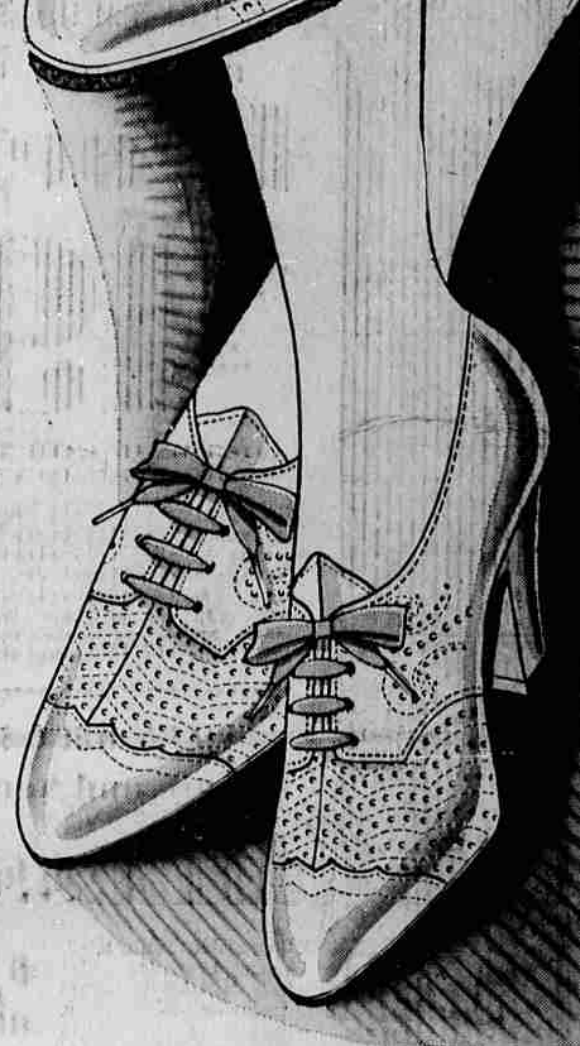
They look far more expensive than their usual price of \$1.98! They're almost unbelievable at \$1.77! They're shoes you wouldn't want to miss at any price! BUY THEM NOW—and SAVE! White elk sports oxfords with composition soles. Spectator oxfords. T-Strap sandals of white elk, with leather soles. ALL are trimmed with smart perforations. Sizes 3½ to 8, widths A to C. Be sure to get a pair during Ward Week!

Regular Low Price, \$2.98!

Kid Gypsy Ties!

2.49 Pair

Special Arch Support! After this sale the price goes back to regular! They'll give you no end of comfort and style. White, sizes 4 to 8. Black in sizes 4½ to 9. AA to C.



Ward Week Sale!

WARD WEEK Savings—Restock Your Linen Closet Now!

Longwear Sheets

WARD WEEK! Prices Go Down with a Bang!

Sale Special For Girls
59c Frocks



49c

Sheers, Piques, Novelty Weaves

For 2 to 6 yrs. Printed or pastel sheers. Princess styles. For 7 to 16 yrs. Sheers or Sports fabrics. All tubfast. Sale priced WARD WEEK ONLY!

Peggysalls, Playsuits
58c

WARD WEEK SALE

Single Cotton Blankets

88c

Reg. 98c. Block plaid design in gay colors—single 72x84 in. Don't miss this bargain opportunity.

Ward Week Special!
Racer Coaster

Regularly 3.29! Ward Week Special Price, **2.98**



1-pc. all-steel body! 3-ply roll rim wheels! Speedy roller bearings! Interlocking rim wheels resist curb dents. Bright enameled. 8½-inch wheels. ¼-in. tires.

Ward Week Special!
Velocipedes

6.79 12-in.



Regular \$7.98 Strong steel; brick red enameled, nickel trim; ballbearing front wheels; rear step plates; 3 electric headlights; 1-inch rubber tires.

16-inch, reg. \$8.98, **\$7.29**
20-inch, reg. \$9.98, **\$7.79**

Regularly 88c
81x99 inch **78c**

Comparable to sheets advertised nationally to sell for \$1 and more! They'll always live up to their name! Because they're closely woven of fine, long cotton yarns that are exceptionally durable. Evenly woven, too, for a smooth finish. Even for Ward Week, they're leaders!

Ward Week Specials on These Other Sizes, Too!

72x99 inch Longwear Sheets... **74c**
81x108 inch Longwear Sheets... **89c**

Longwear Pillow Cases, now **22c**
Regularly 25c! 42x80 inch size! Ward Week!

New Floral Bed Spreads **\$1.77**
Mixture rayon and cotton, 84x105



LONGWEAR UNBLEACHED SHEETING—81-inch. Yard **29c**

SMART JACQUARD SPREADS—Large size, 80x105. Pastel shades **92c**