

50¢ down! HOLDS ANY BLANKET
UNTIL NOVEMBER 1ST!

WARDS GREAT AUGUST

Blanket Sale!

**Actual Savings up to
20% under WARDS
Regular Low Prices**

Women the country over know this is *the* time to save on winter bedding. But this year, the bargains in Wards great blanket sale are greater than ever—savings all the way up to 20%. Practically every kind of blanket! All regular Ward quality! And all go back to higher prices after the SALE!



4.66 FINE QUALITY BLANKET

A special group of blankets purchased especially for the August Sale! All wool, 70x80, also extra thick 80% wool balance cotton and others are 60% wool, balance silk and rayon, a wide choice of colors and patterns.



8.98 MADE FOR WARDS TO SELL AT \$9.98

All wool, and the finest, too! Extra large, 72x90, with a 4-inch all silk border! And every blanket has been treated with "Never-moth." A wide choice of colors.



Will
be 69¢
After Sale!

54¢ 70x80 'FLEECYDOWN' SINGLE BLANKETS

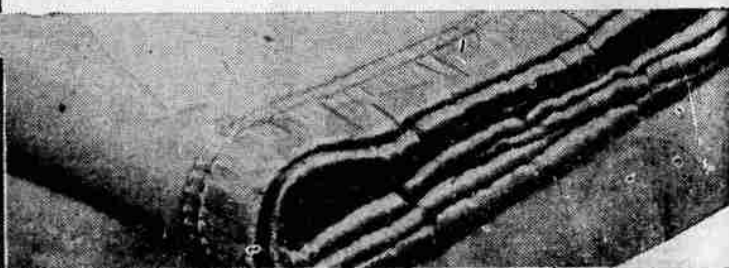
Full bed size blankets at extra savings! Soft, strong American cotton, 1 1/4 lb. weight. Block plaids in pastels.

70x80 "Fleecydown" PAIRS \$1.08



1.77 UNUSUAL SAVINGS JACQUARD SINGLES

Novelty Indian blankets in a variety of gay patterns. Now is your big chance to save on quality cotton blankets! 70x80 size.



The Finest Blanket We've

ever offered at This Price!

5% Wool! Big—70x80!

FULL BED SIZE DOUBLE blankets of this quality are sensational bargains at so low a price. Made of superior, long wearing China cotton with soft wool for added warmth. Lovely clear block plaids are in rose, blue, green, orchid, or gold. Three-inch binding of lustrous sateen. 3 1/4 lbs.

1.88

PAIR

50¢ DOWN holds this blanket until Nov. 1

After Sale The Price Goes Back To **2.19** Pair



Sale! RAYON LINGERIE

- Panties
- Step-ins
- Briefs

23¢

Sale priced 10 days only: Fine rayon, full cut, but styled to fit snugly under any dress! Neatly tailored or lace trimmed. 1, 2 and 3.

Sale! Children's 25c Rayon Undies, Size 4-14. **19¢**

Rayon Taffeta Slips Tailored or lace-trim styles. Bias cut. Regularly 79c. Now **69¢**

Pajamas and Gowns Fine rayon fabrics. Novelty 2-pc. pajamas, tailored or lacy styles. **98¢**

Extra Large, 22x44 Inches!

CANNON TOWELS

DOUBLE LOOP
TURKISH

A Real
Bargain at

15¢



When you can buy six big towels like these for 90¢, that's a SUPER bargain! Firm, absorbent! White with colored borders. Also 20x40 sizes at 15¢.

Wash Cloths.....each 5¢

BIG THICK CANNONS

Reversible pastel towels, 20x40 **25¢**
Pastels, checks, white, 22x44.....

CANNON WASH CLOTHS

Firm quality, 12x12-inch. Styles to match 15¢ or 25¢ towels. Only **10¢**

BUY AT WARDS AUGUST SALE! SAVE UP TO ONE-HALF ON HOME FURNISHINGS!