

4 DAYS ONLY! WEDNESDAY, THURSDAY, FRIDAY,

SATURDAY... SEPTEMBER 2 THROUGH 5! HURRY TO

WARDS

SEPTEMBER SALES

Important

WARDS AUG. BLANKET SALE!
Ends Saturday, September 5! See page 2 for the
Greatest Blanket Values in Wards History!

\$1 DOWN HOLDS ANY COAT!
Till October 10. See page 2 for values in sports
coats for women! Striking models at low prices!

AUG. SALES FOR THE HOME!
End Saturday, September 5! See pages 4 to 6 for
Sensational Values in Home Furnishings!

SALE OF HOUSEWARES!
Starts Wednesday! See page 7 for Sensational
values...possible only in Wards Nation-wide Sale!

SHOE SALE FOR THE FAMILY
Now—when you need them! Big 4-day sale! Hurry!
Get your share of the values listed below!

The Season's Most Favored Styles in a

SENSATIONAL SHOE EVENT! 1.98

Sensational For The Shoe Styles You Get!
Sensational For The Shoe Value You Get!

Suede Trimmed With Patent! Kid! Square Toes and Heels!
The styles women are buying at two and three times Wards
price! NOW these shoes—the shoes you wanted and needed
—at the unbelievably low price of \$1.98! Every woman ac-
quainted with VALUE will see what possibilities this event
holds for her! Act without delay! Sizes 3½ to 8, A to C
widths, included. Save!

Smart New Oxfords 2.98

Left: New Plateau Last. Gore
pump in brown, blue, or black
suede. Toe and tongue ornament,
covered heel. Right: New
Feather-stitching Trim. Black and
brown kid. 4-eyelet tie. Covered
Cuban heel. Sizes 3½-8.

Sale!

• First Quality
• Full Fashioned
• Fresh Pure Silk

WORTH 59¢!
Chiffons

45¢

HURRY! 4 DAYS ONLY!
You save 14¢ in this sale! Clear
chiffons, beautiful enough for
your finest dresses. Durable
enough for day-in-day-out wear.
Also SERVICE weight.

Slip Sale

Luxuriously Lace
Trimmed Panné Satin
Amorosa Slips

94¢

Lovely, Lustrous and
Long-Wearing!
Shadowproof Too!

Sale priced 4 days only! Made
from a nationally known pure-dye
fabric that's famous for wear.
Bias cut so they'll fit without a
wrinkle under new dresses. Tea-
rose or white. Sizes 32-44.

Child's Oxfords
Plain toes. Black
calfskin or pat-
ent leather. 8½-
11, 11½-2.

88¢
Reg. 98¢

WOMEN'S SPORTS OXFORDS
Smart brown Scotch
Grain. Detachable
kiltie Tongue. Leath-
er soles and heels.
Eye-opening value!
Also in black. 4-8D.

**MEN'S
BLUCHER OXFORDS**
Black calf. Leather
soles, rubber heels.
Wing tip pattern. 6-11.

1.94

Misses' Oxfords
Monk strap design.
Brown. Genuine leather.
Sizes 8½-10D.

1.29

**MEN'S
Dress Oxfords**
Black calf, wing tip.
Leather soles and rubber
heels. 6 to 11.

Reg. 3.49 2.94

Sale!

**WARDS 59¢
WORK SHIRTS**

Famous Home-
steaders! Rug-
ged cover or
chambray!
Worth 69¢.

54¢

Sale!

**BARGAIN! FAST COLOR
PERCALES**

12¢ values!
PERCALES in
clear colorings
that won't fade.
36 inches wide.

10¢

Sale!

**BATH TOWELS
CANNONS**

2 for 25¢. Save
16¢! 20x40 in.
Turkish towels.
Solid pastels.

13¢

Sale!

**REG. 69¢. BIG 70x80
BLANKETS**

Wards "Fleece-
down" cotton!
Full bed size.
Plaid. Sale!

54¢

Sale!

**Colorful New Patterns, 46-in.
OILCLOTH**

A damp cloth
cleans it! And
so low priced!
Buy now! Save!
Regular 25¢ yd.

19¢

Sale!

**REDUCED! Washable Fiber
WINDOW SHADE**

Nationally adver-
tised at 45¢! Fin-
est quality! No
pinholes! Tested
rollers! 36 in. by
6 ft. size in as-
orted colors! —

33¢

Sale!

**LONG WEAR! VALUE!
Work Gloves**

Heavy canvas!
Double knit wrist!
Strong seams, 8-oz.
Save 20%!

8¢

Sale!

**SAVE 20%! Steel Leg
CARD TABLE**

One of the
strongest you can
buy! Steel legs
double-braced!
Alcohol and burn-
proof top!

1.98