

WARD WEEK—THIS QUALITY SELLS NATION-WIDE FROM 1.19 TO 1.29

# Longwear Sheets

EXTRA FINE GAUGE  
**RAYONS!**

Wards Every Day  
Low Price is 39c!

Long-wearing tailored and trimmed panties, step-ins and bloomers with reinforced crotch for extra service—of heavy quality rayon, guaranteed. Reg. sizes.

## 29c

Wards 25c Quality Rayons

Permanently Dull Finish! FOR WARD WEEK ONLY  
Good looking, and styled like higher priced garments! Fine gauge, reinforced to give you long wear. Full cut to fit well. Tailored or attractively lace-trimmed panties, step-ins and bloomers. Regular sizes.

## 18c



Wards Saves You 37c to 47c  
**81 x 99-inch . . . FULL Size!**

An extraordinary value — for sheet prices are rising! Only a tremendous purchase months ago could bring this low price! Closely woven of firm, round threads. Fully bleached. Limit of 6 to a customer—none sold to dealers!

81x108-in. Sheets . . . . . 92c

Longwear Pillow Cases  
Worth 25c. Firm weave, smooth finish. Fully bleached. 42x25. **20c**

Unbleached Sheeting, yd.  
23c quality! Full bed width, 81 in. "Longwear" quality! **28c**

# 82c

Also in 72x99-in. size

### OUTING FLANNEL REDUCED!

The 10c Quality . . .  
27 inches wide. Snowy white; double nap. Ideal for making baby garments. Quantities limited!

## 8c

The 12½c Quality . . .  
36 inches wide. Attractive woven stripes. A firm quality fleeced on both sides. Quantities limited!

## 9c

**WARD WEEK SALE OF COMFY SNUGS!**

SAVE 20%

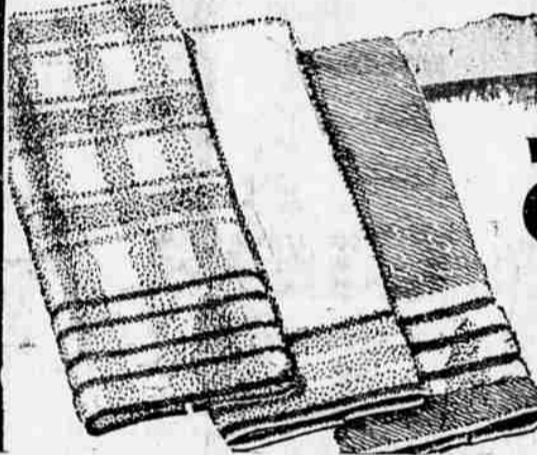
Panties, Briefs or Vests  
Save money in Ward Week . . . and get better undies. Or fine rayon striped cotton . . . fit like your skin. The crotch construction alone makes them superior to much higher priced garments. Women's and girls' sizes.

## 21c

Each

Children's 39c Waist Suits **33c**

Wards regular 39c price is low for this quality. Fine cotton, rayon striped. Lastex back drop seats. For boys or girls 2 to 10 years.



Ward Week Sale! Worth 29c!

## Cannon Towels

A low price for such big towels of such excellent Cannon quality! They're MAN SIZE—22x44 inches! Strong, double loop weave that wears well and dries well. SOLID colors or CHECKS . . . or white with borders. Quantities limited!

# 22c

Other Cannon Towels, 3 for 25c, 2 for 25c  
WASH CLOTHS. Size 11x11-ins. Plaid patterns! **3c**

Read these Big Savings in small space!

**RAYON TAFFETA** **19c** yd.

Pure dye, washable. Firmly woven. Lustrous. For frocks, lingerie and spreads.

**TWEEDLOOM CREPE** **17c** yd.

Worth 25c! A wool-eny cotton in new Fall patterns. 36 inches.

**SALE! OILCLOTH** **19c** yd.

25c quality! 46 inches wide—table size. In smart new patterns.

**"ECONOMY" MUSLIN** **8c** yd.

13c quality! A firm, even weave. Fully bleached. 36 inches wide. 10 Yds. 75c

**Unbleached MUSLIN** **7 1/2c** yd.

Regular 9c. "Economy" brand. Bleaches white. 36 1/2 inch. 13c grade . . . 10c yd.

# 5% Wool Blankets

SALE! 49c GRADE SLIPS  
**RAYON TAFFETA**



**69c**  
Flannelette Pajamas  
Wards Reg. Price, 79c  
Buy in Ward Week and save more! Trousers cut larger in back for added comfort. Double stitched seams. All two-piece styles! Blue, pink. 34-44.



**88c**  
Pure Dye Crepe Slips  
Lace Trimmed  
New pure dye rayon with silk crepe weave that will outlast silk crepe. Luxuriously lace trimmed. True bias cut that measures 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. 1.50 Women's Satin Slips. **99c**

WARD WEEK SALE PRICE  
**42c**  
Finer quality reduced for Ward Week only. Bias cut to fit smoothly under your newest frocks. V-tops. Lace trimmed or tailored with corded shell stitch edge. Sizes 34 to 44.

Ward Week Sale! Save 21c  
**Bleached BATTS** **38c**  
Sutched  
The value. Even that is low for a 2 1/2 lb. stitched, bleached cotton batt of this quality and size—70x90 in.

**249 VALUES** **1 82**  
PAIR  
10 Days Only!

Full bed size—70x80 inches when doubled. Firmly woven of China cotton (best there is) with 5% wool for added warmth. Block plaids in the clear bright pastel shades usually found only in costly blankets. 3-inch satin binding.

\$2.98 Quality Also In Sale  
Same quality as blankets described above, but with 4-inch satin binding and in 72x84-inch size. Ward Week price! **2.41** Pair

**Indian Style** **1 32**

\$1.79 value! A hardy blanket with a soft suede finish—and the nap doesn't roll easily. 66x80 inches.

**Sale! Spreads** **1 00**

Worth 1.29! Size 84x103 inches. Special for Ward Week! Heavy rayon-and-cotton in smart Jacquard weave. Pastels.

**70 x 80-In. Blankets "Fleecydowns"**  
Worth at Least 69c! **48c** ea.  
A very low price for full bed size blankets. Strong, long wearing cotton—a firm underweave with soft nap. Pastel plaids!  
Buy Now! Quantities Limited!  
**\$1.39 PAIRS, same quality, — 96c**

