

WARD WEEK—SENSATIONAL SHOE VALUES FOR ALL THE FAMILY

Ward's Regular 2.49 STYLES

Ward Week Sale Price Saves You Almost One-Fourth!

SMART COMFORT AT SAVINGS!

Regularly 2.98



Ward Week Sale! 2.44

Snug fitting combination last. Restful arch supports. Black or brown kid. The shoe for hidden comfort!

Unusual new ties. Black suede with patent trimming. **1.99**

Smart strap and buckle. Black suede with patent. **1.99**

Smooth-fitting black kid oxfords, patent trimmings. **1.99**

1.99

DURING WARD WEEK ONLY!

A price that calls for quick action—in the biggest and most exciting sale of the season—Ward's own brand new \$2.49 models! They bring you the styles that top the list of **FALL FAVORITES!** The latest shoe sensation, the high-in-front, down-at-the-side line, is included! With such a dazzling array of style and value at your feet... don't delay!

VALUE SENSATIONS IN

Wash Frocks

Regularly 69c

10 Days Only!

Guaranteed Tubfast!

48c

Save 25% in Ward Week! Fine percales in the darker prints used in higher priced dresses! Frilly and shirtwaist styles—many with crisp pique! Set-in sleeves with two inch hems tell the **extra value** Ward's give you for less. Women's and Misses' sizes 14 to 52. Buy now... quantities limited.

Two-Tone Dresses in the Sale!

Regularly \$2.98. Special for Ward Week! Fashion's newest—dark skirts with light tops! Also solid color crepes with wide shoulders, slim waists, basque effects and graceful "swing" skirts. Women's and Misses' sizes 14 to 44.

2.68



1.79

BUYS 1.98 OXFORDS

Just now fashion for women... sweeping the country at higher prices—oxfords with square toes and heels; brown, leather soles.



BUNNY SLIPPERS 49c

Children's popular bunny style slippers. Warm sheepskin lining. Sale price! Regularly 68c.



WOMEN'S 79c SLIPPERS 59c

PADDED HEELS

American beauty, blue or gray feet. They even have kid tips to make them smart and long wearing. 4 to 8.

Sale Men's WORK SHOES

Reduced From \$2.98!

2.74

Men have gladly paid the regular price and got a great bargain! NOW, pay less! Heavy storm-proof welt, rugged leather uppers. Choice of heavy oak leather soles or long-wearing composition.



Reg. 1.98

1.79

DRESS OXFORDS

The smart shield tip is only one of its distinctive style features! Fine construction, quality leathers make this a remarkable value in comfort and long wear.

Regular \$2.98 Brown or Black Oxfords **2.69**

Men's 2.98 SERVICE SHOES

Double leather soles; steel arch support; weatherproof welt. Black. Comfortable and long wearing. 6 to 11.

2.74



LITTLE GIRLS' Panty Dress
Regularly 59c! Firm, lusc. **44c**
Regularly fast color. Percale. Full cut... well made. 2-6 years.



Brother and Sister Wool Suits 88c
reduced! Sharply reduced! WOOL jersey pullover. Lined shorts. Pleated skirts. 2 to 6.

WASH DRESSES 88c

Reg. 98c 10 Days Only

Sizes 14 to 52

Girls' Dresses 88c

Ward Week Only! Smart wool-like crepes and newest Fall cottons. Deep tones or prints. FAST COLOR. Fine details. 7-14. Also regular 59c percale dresses at **48c**



Tots' Sweaters 88c

Reduced. Gay colored wools. Smart slip-on and coat styles. Boys and girls' 3 to 6.



Handbags 84c

Expensive looking! Top handles, back straps and slide fasteners. Black and colors. Ward Week Special!



Carrot Sweaters 84c

Popular new styles for women. 100% pure French spun wool. Reg. 99c. Misses' sizes. New. Housings. Smart, new styles for women. Regular **88c**. For Ward Week only.



Right — With Kiltie tongue removed.

Sport Oxfords 1.99

Ward's Regular \$2.49

Popular detachable Kiltie Tongue Model. Black or brown calf. New trouser crease vamp. Dependable Goodyear Welt construction. Leather soles and heels. Amazing price for these quality wear, style features!



Children's Shoes

Regularly \$1.19

Save 31c a pair in Ward Week! **88c**

Good shoes at the price of cheap shoes! These actually have leather soles which is almost unheard of at this low price! A great opportunity and parents who know these shoes will flock in during Ward Week! Sizes: 8 1/2 to 11; 11 1/2 to 2.

Silk Hosiery
Regularly 25c! Chiffon or service. Also fine cotton! Shaped to fit. For misses, women. **22c**

Handkerchiefs
Regularly 5c! New prints, woven colored borders; white with lace corners! Women's! **3c**

MISSIES' Coat Sweaters
Dashing. Combed style! Fancy knits! All wool! Regularly sell for 2.98. Women's sizes, 34 to 40. **2.66**

CHILDREN'S RAYONS
Assortment of vests, pants and blouses. Fine quality rayon resistant. Regularly \$1.99. For Ward Week only. **17c**