

Begins MARCH 28
Through APRIL 6

WARD



Pure Silk Hosiery

Reduced for Ward Week

49c

Full-fashioned! Choose satin smooth chiffon with dainty silk top, cradle foot or service weight with mercerized top and foot, reinforced heel, toe. Both in the smart dull finish.



Rayon Lingerie

Regularly Priced 29c

21c

Step-in! Bloomers! Panties! Undergarments that you can wear all Summer long. Tailored styles or with lace and contrasting trims. Regular sizes in flesh or tea rose.



Women's Silk Slips

Regularly 98c

88c

Fine quality, slightly weighted silk crepe with handsome shaped lace on the V or bodice style tops. Also lace bottoms. Bias cut 48 inches long. Adjustable shoulder straps.



New Wash Dresses

Ward Week Value!

58c

What a buy! Long-wearing percale printed in fresh new designs and made up into crisp little wash frocks! Short sleeve and sleeveless styles. New trimming! Sizes from 14 to 52. Buy now and save!



Chambray Shirts

Ward's Regular Price is 60c

57c

Men! They feature full cut coat style comfort, durable triple stitched seams and work-tested interlined collar and cuffs. Handy pocket.

• Boys' 39c Shirts
Reduced to Only... 35c



Wards "Home-steaders"

89c

Wards Bureau of Standards tested the 2.20-weight denim for extra wear! Every seam triple stitched. And all points of strain are heavily bartacked. Pull size! Overalls or Jacket.
• Boys' Sizes Only... 56c

Ever Popular Black! Many Styles! Priced Excitingly Low!

Spring Shoes

Reduced for Ward Week

1.77



Special Ward Week values! Women's distinctive NEW shoe styles in fine black calf and kid. Dressy hi-cut oxfords, sleek pumps, comfortable arch support ties. Dashing trimming—stitching, perforating, cut-outs. Save now!

Great Savings in Wards Cottons for Spring Sewing! Sylvania Prints

Wards Regular Price is 15c

A colorful array of designs: geometrics, plaids, checks, stripes and florals. Small and large patterns. They're all tub-fast. 36 inches wide.

12½c Yd.

Printed Sheers—Values up to 25c

Colorful voiles, dimities and batistes. **14c** yd.

Regular 12½c Plain Broadcloth

White and plain colors, launders well. **10c** Yd.



Rayon Slips

Wards Regular Price is 50c

55c

Rayon taffeta with a permanent dull finish. Lace top, bottom. Bias cut. V or bodice.



Roll-on Girdle

Wards Regular Price—98c

88c

A two-way stretch garment that's seamless and shaped at the top for better fit.



Tackle Box

Special for Ward Week

1.15

Two automatic trays! Cadmium-plated lock and catches. Baked enamel finish.



Casting Rod

Special for Ward Week

1.00

Flexible tubular steel! Double cork grip. Agate guides and tip. 5-foot length. See it!



Toaster Value

Wards Regular Price is \$1.39

1.00

Turnover type of modern design. Chromium plated with cord attached. Save now!



Six Tumblers

Special for Ward Week

19c

Thin crystal glasses with safe edges that will not chip. Clear, sparkling. Save extra now!



10-Quart Pail

Wards Regular Price is 25c

19c

Galvanized—won't rust. Sturdy wire ball handle. A bargain at this price! Save!



Dust Mop

Wards Regular Price is 40c

37c

Pluffy, heart shaped, reversible. Painted metal part. 18" enameled handle. Save.



Electric Iron

Wards Regular Price is \$2.25

1.88

Chromium plated with form fitting handle. Cord set included at this low price!



Wards Wax

Wards Regular Price is 30c

29c

Self-polishing—dries to a shine in 20 minutes! Pint size at a Ward Week price!



Ironing Board

Wards Regular Price is \$1.00

77c

3-leg style with center brace. Does not wobble or creep. Folds compactly. A value!



Clothes Basket

Wards Regular Price is \$1.00

69c

Painted willow strongly woven and reinforced. Won't snag clothes. At a saving!



Double Bar Bike

Regularly \$33.00

\$28.95

\$3 Down, \$5 Monthly Small Carrying Charge

Extra sturdy! Double-bar frame, red and white enameled. Braced handlebars. Standard tires. Stainless steel guards! Chrome-plated fittings!



WORK SHOES

Reduced for Ward Week!

1.49

Men's durable black elk plain toe blucher shoe, featuring No-Mark compo rubber soles and moulded weatherproof welt—solidly nailed. Rubber heel. Comfortable width. 8 to 11.



Washer \$5 Less!

39.88

\$1 Down, \$5 Monthly, Small Carrying Charge

For Ward Week Only!

Wards exclusive tri-vane agitator! Wards dependable quality! 14 famous features! 6-Sheet size porcelain tub. Cadmium-plated Lovell wringer. Washboard action. And Ward Week price so low it's hard to believe it! Come and see it!



Big Oil Range

Special for Ward Week Only!

32.95

\$1 Down, \$5 Monthly Plus Carrying Charge

- Porcelain enamel trim!
- Over-sized oven!
- 6 big, wickless burners!
- 1-gal. glass fuel tank!
- Burns common kerosene! Economical!
- Big 6-hole cook top.
- Fast cook on front holes, simmer on rear!