

**WARDS**

*Nation-wide Sale!*

**Cannon Towels**



**Outstanding Value Group! 22x44 Inch Cannon Turkish Bath Towels**

**19<sup>c</sup>**  
*Illustrated*

**Heavy Man-Size Towels — Thorough Dryers!**

Never a towel sale like this in Wards history! Absorbent, spongy, full size bath towels—the kind the men of the house appreciate. And only 17c! You'll like their guaranteed fast color borders that stay fresh and bright after many tubbings. Fine double-thread construction. Their solid color hems and border designs are exclusive with Wards! Choose pink, blue, green or gold. Buy a full summer's supply for bathing, swimming, vacationing.

**19x38 Double Thread Towels**

**WASH CLOTHS TO MATCH**  
To match both 17c and 13 cent towels. **9<sup>c</sup>**  
*Shown at left*

**Two for 25c**  
Double thread construction with a soft, spongy surface. They're highly absorbent "dryers"! Snowy white, with borders of blue, pink, gold color or green.

**14<sup>c</sup>**  
*Illustrated*

**Novelty Border Bath Towels**

**WASH CLOTHS TO MATCH**  
Same novelty colored borders as towels. **9<sup>c</sup>**  
*Shown at left*

Extra heavy quality with a thick, mossy surface, 22x44 inches and double-thread construction. You'll like the smartness of their color and exclusive-with-Wards borders! Blue, red, green, or gold color.

**27<sup>c</sup>**  
*Illustrated*

**Quick Facts about the Sale:**

- TREMENDOUS PURCHASE — 768,000 Towels and Wash Cloths
- NATION-WIDE SALE — From Coast to Coast, in 489 Ward Stores
- IMPORTANT PRICES—14c, 19c and 27c—All Big Values.
- A TIMELY SALE—In Summer When MORE Towels are Needed

**Quick Facts about the Towels:**

- FASHION - CORRECT MERCHANDISE — Designed Especially for Wards Stores
- DOUBLE THREAD Construction, Heavy Weight, Cannon Quality
- FAST COLOR Borders in Fashion-Right Bath Room Shades
- WASH CLOTHS to Match in Blue, Pink, Gold Color or Green

- Turkish Hand Towels  
Solid colors or white with gaily-colored borders ..... **10<sup>c</sup>**
- 18x36 Turkish Towels  
White with gay borders; solid colors with white ..... **15<sup>c</sup>**
- 22x44 Turkish Towels  
Fine cotton. Solid colors or with 2-tone borders ..... **25<sup>c</sup>**
- 22x44 Turkish Towels  
Solid colors, with rope effect borders. Reversible ..... **39<sup>c</sup>**

**Save on These Wash Cloths**

- Terry Weave  
In all the solid colors to match your towels. 12x12 inches ..... **5<sup>c</sup>**
- Fine Cotton Yarn  
In a soft terry weave. Solid colors. 12x12 ..... 2 for **15<sup>c</sup>**
- Sturdy Quality  
White with two-tone borders or plain all-over colors ..... **10<sup>c</sup>**