

*Begins  
Wednesday!*



*Use Wards Budget Plan*

TO BUY EVERYTHING YOU NEED!

Wards Budget plan is a convenient way for responsible people to use their credit in purchasing everything they need from Wards . . . when the total purchase is \$20 or more! Simply pay a little down, a little each month, with carrying charge. Wards price, plus carrying charge is usually less than the cash price asked elsewhere for similar quality. Save at Wards!

**TEN SUPER SALE DAYS**  
*Wed., Oct. 2nd to  
Sat., Oct. 12th*

Never before a Ward Week like this! Look at this page, for example—SILVANIA PRINTS at 10c!—LONGWEAR SHEETS at 79c! Many of Wards famous values have hit record low prices! And turn the pages!—FULL FASHIONED PURE SILK HOSE at 44c—SILK CREPE at 39c—HOUSE DRESSES at 49c—no wonder we must limit quantities of certain Ward Week items—and NO SALES to JOBBERS or DEALERS! Yes! Fall WARD WEEK sets new value records—demonstrates WARD value leadership anew!

# WARD WEEK

*Ward  
Week!*

## SALE! SILVANIA PRINTS

*Newest Fall Patterns!*

- Wards Sell Millions of Yards of these Famous Silvania Prints at 15c Yard!
- NEVER BEFORE have we sold them so low in any nation-wide sale event!
- Remember, they are BRAND NEW Fall patterns—bright tubfast colors in checks, plaids and figures!



None  
Sold to  
Jobbers or  
Dealers

**Tubfast—  
36 Inches Wide**

Here's an old favorite at Wards record low price! Wards famous SILVANIA prints . . . in bright new tubfast colors for Fall. Buy now for dresses, aprons, smocks and kitchen curtains. Buy now—Save 50%!  
LIMIT 10 YARDS PER CUSTOMER

**10**¢  
YARD

*Ward  
Week!*

## SALE! LONGWEAR SHEETS

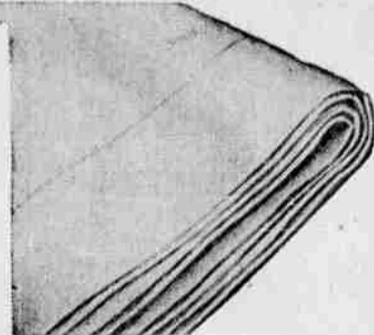
**SUPER SALE SPECIAL!**

**Longwear Cases**

*Save in Ward Week Sale!*

42x36 in. pillow cases—Wards famous Longwear Brand—bleached snowy white. Stock up now at this low Sale price! Ea.

**21**¢



**Full Size 81 x 99 Inches—  
Now Reduced to Only**

You KNOW that Longwear Sheets are nationally accepted as SUPERLATIVE VALUES—Compare with sheets at 1.00 or more elsewhere. Full bed size, bleached a snowy white.

NOW—for ten days only you may buy this Super Ward Week Value for 79c.  
LIMIT 4 SHEETS TO A CUSTOMER

**79**¢

**SUPER SALE SPECIAL!**

**Handkerchiefs**

*Buy Dozens at Sale Price!*

Plain white linen, white cotton embroidered or applique, and cotton sports prints—they're all here at this low price for Ward Week. Stock up now! Each

**4**¢

**SUPER SALE SPECIAL!**

**Curtain Goods**

*Reduced 10% for Ward Week!*

Don't miss this opportunity to save! Choose from Missionette, Cushion Dots, Plaid Printed Net and Marquette! Ward Week low price is only

**9**¢  
YD.

**SUPER SALE SPECIAL!**

**Unbl. Muslin**

*Price Slashed for Ward Week!*

Firmly woven 64x60 count muslin—Wards regular quality merchandise. 38½ inches wide. Price has been reduced for Ward Week to . . . . .

**8**¢  
YD.

**SUPER SALE SPECIAL!**

**46-In. Oilcloth**

Worth at Least 25c! Plenty of new Fall patterns, as well as plain colors, in this heavily coated surface Oilcloth. 46 inches wide. It's a typical Ward Week value. . . . .

**21**¢  
YD.

**Save Double! Wards Year Round Low Prices Deeply Cut for Ward Week!**