

A Value ACHIEVEMENT! Wards Great Sale! Big 70x80

Compare with 59c
Qualities ANYWHERE!

WARD WEEK SALE!

Plain Silk Flat Crepe

WARD
WEEK
ONLY

39¢

We Reserve
Right to Limit
Quantities

Raw Silks and dyeing prices have jumped 50% in 3 months. We bought thousands of yards before the advance. A beautiful, dull luster quality. All the newest greens, rusts, reds, blues, also black, white and lingerie colors. All washable. For dresses, blouses, lingerie and coat linings.

*Weighted.

REDUCED!

Plain Color Broadcloth

You'll Pay 25% More After Ward Week!

Here's a fine 80x60 construction with a lustrous finish that you'd only find marked so low in a great sale such as Ward Week! Use it for pajamas, shirts, aprons, frocks and children's clothes that must wear well and be washed often! Clear, evenly dyed colors that won't fade even after repeated trips to the tub! 36 in. wide! Stock up now.

10¢
yd.

Every Week in the Year Wards Sell
THOUSANDS of These at the Bargain

Price of 69c - NOW THIS
WARD WEEK SALE OF

House Frocks

AT

49¢

Limit 2 to a Customer

brings super-savings in
New Fall Prints

New Fall prints—excellent values. Smart styles and workmanship you would expect to find in higher priced dresses. Sizes from 14 to 52.

New Fall Rayon Frocks

Smart for business, shopping or most any daytime occasion. Trim travel prints or plain rayon crepes. Many clever styles. Sizes 14-44.

2.78

Coverall Aprons

Popular overall style—in Fruit of the Loom percale—famous for long wear! Bright new prints with attractive solid color edging.

29¢

Girls' Wash Dresses

Cotton plaid dresses made to sell for 98c. Trim and smart as your silk frocks. Tailored of finer, tub-tast cottons in new Fall prints. Sizes 7 to 15.

88¢

5% PART WOOL PASTEL PLAID

BLANKETS

● Wards bought 25,000 from the country's leading makers of FINE Blankets!

● Clear Pastel Plaids -- Designs are Exclusively Wards!

A real blanket value at a low Ward Week price! Worth at least \$2.49! Large 70x80 size! Full 3-pound 4-oz. weight and extra strong! A Ward creation—made of not less than 5% fluffy wool and soft China cotton bleached so glistening white that they dyed to perfection. Lovely plaids contrasting French pastels with snowdrift white. Lustrous sateen binding.

Reversible All-Wool Blankets

\$4.98 value! Closely woven pure wool. Rich pastel color combinations. Full bed size; 70x80 inches.

4.49

Reg. 69c 3-lb. Stitched Cotton Batts **59¢**



Double Cotton Blankets

20% More After Ward Week!

Regularly \$1.29! See the clear, attractive colors of these fluffy double cotton blankets. Double bed size, 70x80 inches. Full standard weight, 2 1/2 lbs.

1.19

Rayon and Cotton Spreads

They'll Be 1.49 After the Sale!

Lovely pastel shades, in a firm weave rayon and cotton jacquard design. They are extra large, too! 84x105 inches. Sale price

1.33

Wards, America's Largest Curtain Retailer, Took Over
Entire Factory Output to Get You This Ward Week Value!

CURTAIN SALE SAVE 20%!

Regular 89c Value!

- Popular Flounce Panels
- Candlewick Priscilla Curtains
- Colored Candlewick Priscillas
- Colored Fringed Priscillas

This extraordinary value will pack the Curtain Department! The flounce panels have cream cushioned dots on pastel colored grounds, or colored cushion dots on pastel colored grounds, or colored cushion dots on cream ground, both with ruffles. The Priscilla styles have colored fringes or Candlewick dots. Just think of it—four of the most popular curtains grouped at one low sale price! It's a great opportunity to buy fresh, new curtains at really worth-while savings—so shop TO-MORROW!



WARD WEEK SALE! PANELS

Fringed Marquisette Panels or
Fringed Shadow Weave Panels
12% More After Ward Week!

Don't miss this splendid Ward Week value! Smarten your home now for very little money! These curtains are good quality, will launder easily and come in ecru—SAVE!

Headed! Ready to Hang

Fringed Marquisette Panels

Your choice of ecru or rose beige in these attractive panels. 44 inches wide by 21-6 yards long. Sale priced, only

59¢

Sells Regularly 39c

Fringed Missionette Panels

Price goes up after Ward Week! Fine quality missionette, fringed at the bottom; ecru color only. Ward Week at

33¢

Save 25%—New Cretonnes 10¢

Reduced for Ward Week only! Bright new patterns—wide range of color distributions! See the complete assortment—buy—and save money now!

Washable Fiber Shades

Reg. 39¢! Keep them clean with soap and water. Ecru or dark green.

35¢

Jaspe Homespun

Save Almost 20% Now Yard

For attractive drapes and slip-covers! Buy tomorrow at this price, 36 inches.

16¢



CANNON TOWELS

13c

Save at This Low Price!
A special purchase! A grand value! Turkish towels with new, colorful striped borders. Extra size—19x38 inches. Extra absorbent. Double loops. Turkish Wash Cloths **3 for 10c**

Cannon Towels
Save at This Ward Week Price! **23c**

Giant size Turkish towels—23x36 in. Double loops. Colorful striped borders.



36-in. Bleached
MUSLIN
Pure white for Sheets, Pillow Cases. **11c** yd.

Longwear Sheeting
Unbleached 81 inches wide. Firmly woven with tape selvages. **29c** yd.



Outing Flannel
Now Reduced **12 1/2c** yd.
To 36 in.; fancy stripes. Fleece on both sides.

27" White Flannel
Fleece on both sides for warmth. Save in Ward Week! **8c** yd.



All Silk Pongee
Regular Price 19c **15c** yd.
Natural tan color. Fine for dresses, lingerie, pajama curtains. Washable. 33 inches.