

Sensational is the word! Ward Week Sale

MEN'S OXFORDS
Reduced
FOR
WARD WEEK



2.79

SIZES 6-11

Here's WARD WEEK'S Three-Point Special in men's shoes—STYLE PLUS COMFORT PLUS DURABILITY! Well-dressed men have their choice—wing tips or straight tips in fine black leather. Flexible leather soles Goodyear Welt construction. Ranging in size from 6 to 11. The men's shoe buy of the year... be sure to get a pair Ward Week

Famous 2.98 Shoe Values!
Ties, Oxfords
Reduced for
WARD WEEK

- Light Steel Arches
- Snug Fitting Heels
- Combination Lasts
- Sensible Leather Heels
- Rubber Heel Lifts

2.49

TEN DAYS ONLY

Save in Ward Week on these popular Shoes from our regular \$2.98 stocks! Your choice of Ties with the popular Gypsy seamed toe, and Oxfords in a smart two-tone brown for Fall. See them! Shop early while the assortment is large!



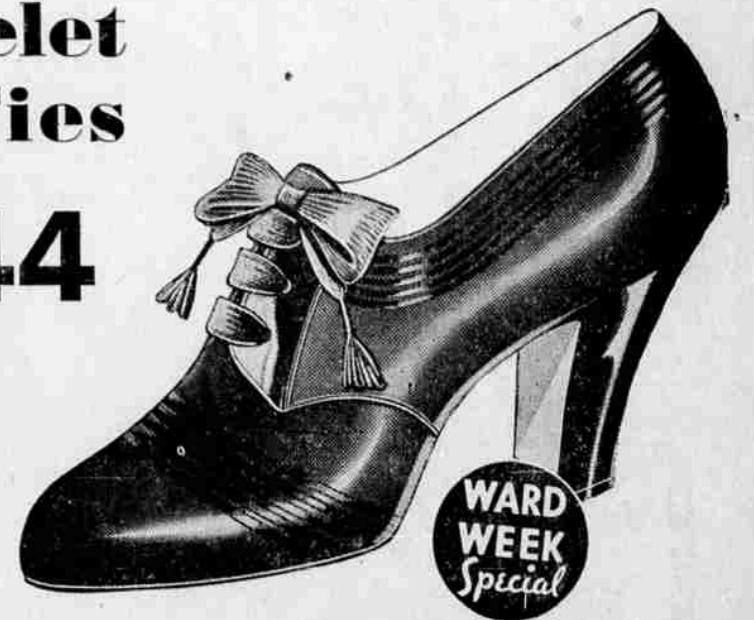
IN SIZES
4 to 8

Fall Style Shoes
Featuring 4 Eyelet
Black Kid Ties

- \$2.98 Values
- Patent Heels
- Soutache Braid
- Sizes 4 to 8

2.44

When you see these shoes, you'll wonder how we're able to sell them at this remarkably low price! They're absolutely the newest things in tailored footwear for particular women. Hurry! This special saving for Ward Week only!



Big Ward Week Savings on These New Fall
Growing Girls and Women's
Sport Oxfords



Mocassin style, vamp, slashed and fringed tongue, and brass eyelets give a dash that women and girls like! Low leather heels and flexible leather soles. Goodyear welt. Special Ward Week price is

1.88

Popular Sports Model
Growing Girls' Oxfords



Special Sale Group

1.69

Flexible leather soles, rubber topped heels make these shoes perfect for walking. Brown calf ties; trouser creased toe; brass eyelets. Sizes 3 1/2 to 8.

3 Popular Styles
Children's SHOES



88c

Black Patent Strap
Bl. Calf Gr. Oxfords
Br. Calf Gr. Gillies
In sizes 8 1/2 to 2

Sale! Wards Police Shoes

A
Nationally famous
value at

2.79

Here are shoes that make you WANT to walk! Their new scientific build allows for comfort. Popular blucher style, with double leather soles, rubber heels and long wearing inner linings. Goodyear Welt construction. In sizes 6 to 11. Typical WARD WEEK value throughout



Ward Week Sale of
WORK SHOES

2.79

Sturdy,
Long
Wearing



All leather! Strong black elk; double leather soles; rubber heels; Goodyear Welt. Better get a pair now—

Price Goes Up After Ward Week

WOMEN'S FELT SLIPPERS 69c

Greatly reduced for WARD WEEK. Sizes 4 to 8. Sale priced at

WARD WEEK SALE of Dainty 25c Lingerie



Fall Handbags
Buy Now at
Great Savings! **88c**



Women's Blouses
Ward Week Fashion Value **88c**
Your choice of smartly knitted rayon blouses or brushed mohray blouses. Delightful colors and styles.

Rayon Undies 33c

Regularly 39c to 59c
Regular and extra sizes in this group! Marked way low as a special Ward Week offering. Tailored or trimmed styles in panties or bloomers. A nice heavy quality of rayon, too.



Silk Crepe SLIPS 88c

Bought Before Price Increase

Wards watched the market carefully and did some clever buying just before prices rose. You get the benefit in Ward Week savings. Lace-trimmed, bias cut. Popular V tops. Adjustable straps. Tea rose. Sizes 34 to 44.



Wards Will Sell 100,000 of These Fine Rayon Garments in TEN DAYS at This Record Low Price!

Your Choice of
Panties or Bloomers

Tailored or Lace Trimmed

Only a special purchase for a feature sale like Ward Week could give you a value like this! See the features you get at this low price!

21c



Women's Mohray Sweaters \$2.19

Reduced for Ward Week
Popular cosack style sweaters in a soft knitted mohray combination. Your choice of best Fall colors. Sizes 30-40



Women's Gowns 59c
Hand-Made In Philippines
Dainty gowns with every stitch hand-done. Reg. 69c quality. White, flesh, 16, 17.



Women's Pajamas 73c
Smart Styles
Soft flannelette. Choose from overblouse, tuck-in and 1-pc. models. Sizes 16-17.



Rayon Slips 47c
Regularly 50c Slips!
Rayon taffeta, slipped laces, full cut - V-neck top. Tea Rose, pink. 33-34.

- Reinforced Crotch
- Elastic Waist
- New Trims
- Launder Well

Brassieres 21c

Save Up to 30c
Laces, Brocade, and Rayon Satins
Sizes 32-44