

Without question, Wards Greatest Nation-Wide Sale of Fine Quality FULL FASHIONED

Never Such a Sale at Wards as This!

SILK HOSE

Chiffon or Service Weight!

Wards Bought 2,400,000 Pairs Last May—Now Raw Silk Prices Have Advanced!—Buy Now at Year's Low in Ward Week!

44¢

at this low price we must limit purchases to 3 to a customer!

Here is a sale that clearly demonstrates Wards value leadership. Since these silk stockings were bought raw silk prices have advanced over 50%. But here are 4-thread, 42 gauge, all pure silk, dull finish, picot top chiffon, or service weight hose for 44c. No wonder more and more women are making Wards their hosiery headquarters!

- New Autumn Colors
- Clear, Sheer Weave
- Reinforced Heels, Toes
- Sizes 8½ to 10½

SALE!

65c Value!

Ringless Full Fashioned Hosiery

57c

Pure Silk—Picot Top
Ringless chiffon hose, full fashioned.
New fall shades. Save Ward Week!

Sale! Quality Rayon Hose

22c

Finest gauge rayon hose. Double sole. Dainty picot tops! In the new Fall shades. Sizes 8½-10½

Mercerized Cotton
STOCKINGS

SAVE **22c**
Over 10%

Now you save over 10%! Improved heel and toe that fit better. Dainty picot tops! In the new fall shades!

Ward Week Sale of
Children's Stockings 13c
Finely ribbed cotton, long stockings. Serviceable shades for school. 6 to 11.

WARD WEEK Special

NONE SOLD TO JOBBERS OR DEALERS!

Sale! BRAND NEW ADVANCE STYLES

Fall Felts

119

THIS PRICE WARD WEEK ONLY

- TRICORNES
- TURBANS
- HALOS—BRIMS

Novelty Ornaments!
Flattering Veils!
Feather Trims!



One of the smartest millinery makers in New York who creates hat fashions that regularly sell for much more made us a special concession for this sale. Because this was the largest single order we had ever placed with him. Our fashion and quality requirements were rigid! We insisted on up-to-the-minute colors, fabrics and styles. You'll find hats for every occasion. Flattering veils, feathers or novelty ornaments. This is a sale that definitely demonstrates Wards fashion and value leadership in every way.

Sale! Children's Dresses, Suits, Slipovers!

- Fine Percale or Broadcloth Pantie Frocks 1-6 yrs.
- Cleverly Styled All Wool Jersey Suits, 2 - 6 yrs. For Brother or Sister.
- Warm All Wool Pullover Sweaters 4-8 yrs.

Smartly Styled Tubfast Frocks 88c
For Girls 7-14 Years

88c



Men! Get Ready for Winter in this WARD WEEK Underwear Sale!

Sale! Wards Nationally Famous Healthgard

UNIONSUITS

Knock-Out Values at 89c

Now Reduced for Ward Week—

68c

After Ward Week the price goes up—so stock up now! Medium weight ribbed cotton—plenty of warmth without bulk! Snuggly knit sleeves and ankle cuffs. Long wearing buttons. Sizes 36 to 46.

Reduced! 10% Wool Unionsuits

A fine value at \$1.00! A super value now at 94c! Warm, long wearing, smooth fitting men's unionsuit. Medium winter weight. Sizes 36 to 46. Save!

94c



Comfysnugs

Special Price for Ward Week. **23c**

The elastic tuckstitch makes them warm, long-wearing, snug fitting! Flesh. 34-44.

Hose Values for Men and Boys

Men's Fancy Socks

Reduced for Ward Week **17c**

Get several pairs at this Ward Week saving! There's a wide selection of clock effects, checks, and new patterns in crepe tone, lisle, and rayon mixtures. Ribbed tops. Price goes up after Ward Week!

Men's Work Socks
Stock Up for Winter

Long wearing cotton work socks, in blue or brown mixtures. Also part wool work socks in heather mixtures with white toes and heels. Large sizes. **8c**

Men's Dress Socks
Save in Ward Week!

Smart patterns. Fall colors. Fine quality rayon or acetates with cotton. Men's sizes **9c**



Shirts Shorts

Sanforized Shrink Reduced for Ward Week

22c

A Ward Week Value that you can't afford to miss! **SHIRTS:** Soft combed cotton. Tubular neck and armhole trim. Hemmed bottoms. 34-44. **SHORTS:** Sanforized shrink broadcloth! Latex waist inserts. Fast colors. 30-42.



Boys Union Suits
Regular at 59c **49c**

Sturdy rib knit cotton. Medium weight, ankle length, long sleeves. Also Boys' 100% Wool Union Suits **69c**



Boys' Athletic Shirts or Shorts
Reg. 25c **19c**

Swiss ribbed athletic shirts and well made sanforized broadcloth shorts in fancy patterns at this Ward Week price!