

# To Get Such Values Wards Bought 160,000 Shirts from One of America's Best Makers

Saw to It That Every Shirt Was Washable, Non-Fading, of Fine Broadcloth, and Expertly Constructed

THAT'S WHY We believe this to be one of the Outstanding Men's Events in Our History!

## Sensational Purchase! Hundreds of Plain and Fancy BROADCLOTH SHIRTS!

At a Record Ward Week Price!

Here's a shirt sale that only the tremendous popularity of WARD WEEK could make possible! And only because we were able to make an extremely fortunate buy, can we offer them so low in price even during this great event!

You'll find them in the wanted styles, sizes and colors. Absolutely washable and non-fading... a further testimonial to the excellence of this quality broadcloth. Just one more word of advice: see them... select them... NOW while you have your choice!

No More at This Price After Ward Week!



### WORK SHIRTS

Special Price for Ward Week!

**44c**

Sturdy, medium weight chambray shirts at a money-saving Ward Week Price! Popular coat style. Triple sewn main seams! Interlined collar. Roomy full-cut sizes. Sizes 14½ to 17.

### MEN'S HATS

Special Price for Ward Week!

**2.64**

New Fall styles! Smartest Fall colors! New Tyrolean styles in rough or smooth finish mixtures. Raw edge, snap brim mixtures in suede finish. All made of extra quality felt.

Men's and Boys' Caps 49c



**68c**

**SALE of BOYS' SHIRTS**  
Thrifty Mothers, here's a WARD WEEK VALUE! Well made boys' shirts, full cut and tailored to stand plenty of long wear. Non-rip sleeve facings. Half sizes 12½ to 14½. Even ages 6 to 12. Variety of plain or fancy patterns.

WARD WEEK Special

Regularly 1.49

### Genuine No-Wilt Collar SHIRTS

**1.29**

MEN! Here's a buy that can't be missed! It's one of the greatest values in WARD WEEK! Why, you ask? Because it's the very shirt that every man has secretly wished for! The Non-Wilt Collar does away with that soggy, slipshod appearance. It makes chafing, "sandpaper neck" starching unnecessary. And it's tailored with 16 custom quality details... certainly in line with all of Wards rigid specifications. All these special features combined with one of the finest broadcloth shirtings on the market... you can't deny that this is VALUE PLUS! Plain or fancy patterns; 14-17.



### Flannelette Pajamas

Reg. 89c  
Full cut, soft flannelette pajamas. Frog trim button-holes. Attractive stripe patterns.



### Men's Ties

Special Price For Ward Week  
**44c**  
Colorful new patterns in this group of new Fall ties! Wool lined! Hand tailored!

### Ward Week Sweater Sale!

#### Men's Brushed Mohray COSSACKS

**2.66**

Slide Fastener Style

One of the smartest sweaters you'll see this Fall and Winter. Cossack style, with two set-in slash pockets. Smart yoke shirred back style. Fine heavy brushed mohray in royal, gray and brown. Sizes 36-42.

#### All Wool SPORT COAT

Our most popular! Here's why—its medium weight, well tailored, taped shoulders, and with snug fitting, coat style sleeves. The low Ward Week price is only.

**1.34**

#### Boys' Wool Sweaters

Slip-on style, half zipper front. Smartly knit. **1.24**



### DRESS TROUSERS

Regular \$3.98 to \$4.98 Values!

**3.24**

Men's and young men's sizes. A superb value. Tailored with the newest features! Assorted styles and colors in smart, neat Fall patterns. Save!

### Sale of Cossack Jackets!



Reduced For Ward Week Only!

**2.69**

Men's warm all-wool, 32-ounce melton cloth jackets with full talon slide fastener! Coat style shaped sleeves! Adjustable strap and buckles at sides! Save in the Ward Week Sale!

Boys' Sizes **2.39**  
(Regular Price \$3.09)

#### Regular \$2.98 Suede Waterproof COSSACK JACKETS

Warmly lined waterproof with cotton fleece! Slide fastener front! Adjustable! **2.49**



Men's Work Pants Ward Week Special **\$1.34**

Heavy, dark tan 8-oz. whipcord. Sturdily constructed. All popular sizes.



Moleskin Pants Reduced To **\$1.77**

9½-oz. Moleskin Cloth pants. Made for long wear! Bartacked! Boatsail drill pockets.



SANFORIZED "101" Overalls Regularly **88c**

Waistband made of copper-strengthened strain points on rugged 8-oz. denim. Buy now!



Work Coats Regularly **\$1.49**

Warm blanket lined work coats! Banded corduroy collar! Strongly sewn. Save!



Boys' Play Shirts Reduced in Ward Week **34c**



Boys' Corduroys Ward Week Price **\$1.44**



Suede Shirts Special Price For Ward Week **79c**



Lined Gloves Ward Week Special at **14c**

Serviceable medium weight chambray shirts for young fellows. Ideal for play!

Standard narrow wale corduroy. Sizes 4 to 16. In the most popular shades.

Of medium wt. suede cloth! Strongly tailored for long wear! Men's sizes 14½ to 17.

7-oz. weight, lined with 7-oz. brown flannel with quilting double knit wrist.

### A GREAT VALUE at 89c--Now Wards Famous "Homesteader"

## Overalls

**75c** Each

At This Rock Bottom Price Ward Week Only!

Wards sell MILLIONS yearly at the low price of 89c—now for the first time in the history of Ward Week you get them at this sensational saving!

### OVERALLS

Limit 2 garments to customer

Here's a Ward Week special you men who need overalls shouldn't miss! "Homesteaders" are famous for good hard wear! The fabric is a heavy, long-wearing denim, main seams are triple stitched, all strain points firmly bartacked!

### BOYS' SIZES OVERALL

For knocking around or just plain work, here's the overall for the younger fellow. Extremely well made—has the same quality points found in the men's overalls.

**55c**

WARD WEEK Special