



Women's Style Shoes — Drastically Reduced!

JANUARY SHOE CLEARANCE

Style Shoes Formerly 2⁴⁹

2⁹⁸ Style Shoes Reduced

Reduced to

1⁴⁹

Now Only

1⁹⁸

You will find the Season's Smartest patterns and newest leathers at this Bargain Price. Medium and high heels in Dress, Sport and Street styles.

A marvelous opportunity to buy style, comfort and wear at drastic reductions. Wide assortment of styles, leathers. Medium or high heels.



Girls' Sport Oxfords

Brown perforated calf leather! What every school girl wants! Leather soles and rubber heels. Reduced for clearance at.....

1⁴⁹

Reduced from 1.29

You save 31c on these children's patent leather tailored oxfords. Long wearing leather soles, rubber heels! Priced to move.

98c



Scotch Grain Oxfords

Reduced from \$2.98! For girls and women. Scotch grain brogues with leather sole and heel. Ideal for school wear.

2²²

Childs' High Shoes

Reduced from \$1.19 for a quick clearance! Black calf grain leather, plain toe, composition soles, rubber heels. Priced at only.....

88c



Men's Black Oxfords

Made of fine calf grain leather in a conservative style. Plain toe. Goodyear welt, leather soles.

2⁶⁶



Sale! Sale! 4 Days Only!

LINGERIE

Lace Trimmed or Tailored Rayon

New Styles!

New Cloths! Regularly sell for 25c! The assortment includes several styles of panties. Regular and extra sizes. Tearose.

21c

BRASSIERES From tiny wispa-of-things to form uplifts **25c**



Sale Price! 4 Days Only!

TOTS' DRESSES

Newest Panty Styles

Wards regular low price is 59c. But for 4 days we've reduced the price to only 49c. Excellent quality 68x72 tubfast percale in tailored or dressy styles. Plain colors or prints. Panties to match. Basted hems; double collars. Tots' sizes, 1 to 6½.

53c

Your Old Iron Is Worth 50c Traded-in on Wards

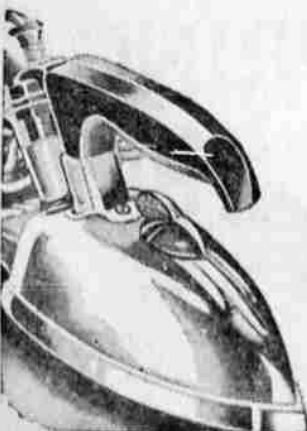
New Automatic Iron

Electric! 800-Watt For Extra Fast Heating!

4⁴⁸

With Old Iron

That's right! We allow you 50c for your old worn-out iron when you buy this new Wards automatic! Control the temperature with the heat selector! Extra-long heel-rest prevents tipping! Open-end handle lets iron slide easily in and out of sleeve. Beveled edges slide under buttons! Chrome plated.



MID - WINTER CURTAIN SALE

JUMBO PRISCILLAS

JUMBOS—they're reduced 41c a pair during this sale! What a savings that is! You rarely see such large, beautiful curtains at anything like this low price! They're wide enough to criss-cross—each side is 46 inches wide—a total of 92 inches across the top! Buy them for your BIGGEST windows! The material is white Pin Dot on a lovely pastel ground, in a choice of colors. Wide 4½ in. ruffles—buy several pairs—Save!

98c

Pair

COLORED CUSHION-DOT PRISCILLAS, 49c pr.

Cushion Dot

FLOUNCE PANELS

Trimmed with Dainty Puff Ruffles! Another value that proves you get more for your money at Wards! You save 10c each on these colorful cushion dot panels! They're among the most popular patterns on the market today! Look where you will, you'll seldom find such splendid quality priced at such a big saving to you! Your choice of several colors, 42 in. wide by 2 1-6 yds. long.

69c

Reg. 39c EMBROIDERED MARQUISSETTE PANEL Headed ready to hang. Colorful wool yarns embroidered on ecru ground. Each **29c**

APPLIQUE KITCHEN CURTAIN Wards 50c quality! A new style complete with tie-backs! Appliqued windmill design! Hems, colored tape trimmed. Pair **49c**

PENTHOUSE PANELS New! Smart! Colored net with attractive harmonizing lateral stripes! Each **39c**

50-IN. COLORED WOVEN CRASH 79c Regularly! New rough weave, ideal for drapes! Popular colors with white stripes! Yard **69c**

48-In. Figured Sicilian Damask Yard Goods, yd. **39c**

Washable Fiber Shade, assorted colors, each **39c**

