

SALE! Wards own FALL SHOES

regular \$1.98

4 DAYS ONLY

1.87

the pair

SIZES 3 1/2 to 8!
WIDTHS A to CI



Black suede pumps. Square toes and heels.



Monk straps. Square toes. Luggage tan.



Brown suede, patent trim. Walled-up last.

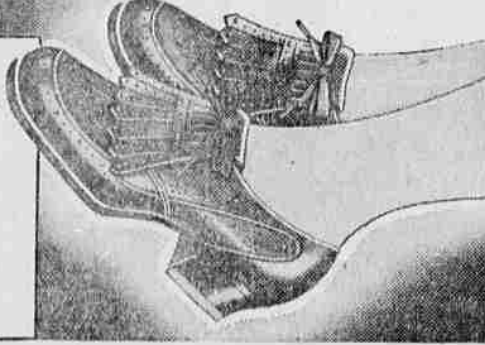
Wards Nation-Wide Sale to Save
Thousands of Families
Thousands of Dollars

Now—right now—is the time to buy your new Fall shoes! Not only will you save money—you'll have the chance to choose from the most exciting shoe styles in years—right from our own brand new stock. Square toes and heels (doubly attractive because they make your feet look smaller)! The Walled-up Last! The new Fall shade of Luggage Tan! Black or brown Suedes! Patent Trims! All here in Wards four-day sale at a price far lower than you'd ever expect—even at Wards!

GIRLS' OXFORDS
Regularly 1.98!

1.88

Brown Blucher Oxford with detachable Killie tongue, or plain black calf. All sizes.



SPORTS OXFORDS
Regularly 1.29!

1.17

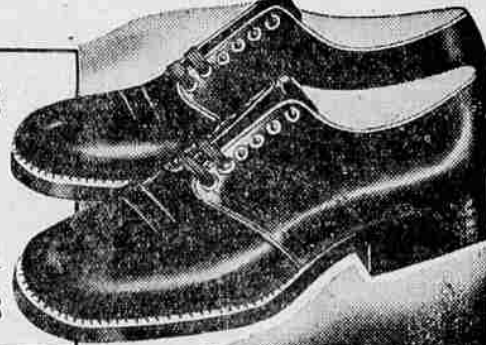
Popular Monk Straps in either patent leather or brown elk. Leather soles, rubber heels. 8 1/2-2.



MEN'S OXFORDS
Regularly \$3.49

3.19

Black calf. Plain toe. Oak leather toles, rubber heels. 8-11 Boys' Black Calf Oxfords, 2 1/2-6....



Repeat Sale! FINER RINGLESS CHIFFON HOSE!

Our Regular 50c
FABRIC GLOVES
Only **44c**
Slip-ons and novelty cuffs. Bengalio, velva suede, and rayon chenille. Black, brown and all the new Fall colors.



At the Price That Recently Broke Wards Own Value Records! 4 Days Only!

In a similar sale in August our supply sold out in a few days! As far as we know it was the first time that such fine ringless hose had been sold for 47c. Here's the **big point** of this repeat Sale! Silk is higher **NOW** and we may not be able to offer such a low price again this year! They're beautifully clear and sheer! They'll stand a great deal of wear for they have garter run stops and re-inforced feet. Every pair is **perfect**, of **fresh** silk and full fashion!

"I've Paid 59c for the Same Hose!"

47c

Service Weight Included

3 OUTSTANDING SALE VALUES for WOMEN!

Women's and Misses
Sweaters

1.69

All Wool Sweaters. Slipover style. Choice of colors. Sizes: small, medium, large.



63c

Generally priced at 68c

4 Days Only!



Full Cut—52 in. Long! Warm Gowns of Fine

Flannellette

Soft, fluffy, deep napped flannellette. Warm and comfortable. Full cut 52-in. length. With or without collar. Two-button front and back yokes. Colors—assorted stripes, white, fish, or Tealrose. Big and extra sizes.

34c

Equal to Many at 59c

4 Days Only!



Made of 20% WOOL—5% Silk

Comfy Snuggs

Wards famous make! Panties and vests that are regularly 39c—but equal in quality to many garments that sell at 59c. They fit with perfect comfort and are smooth under the snuggest dresses! Women's regular sizes. Stock up on these now! Save! Women's Cotton Comfy Snuggs **18c**

94c

Sale Priced!

4 Days Only!



Beautiful Tailored Rayon Satin "Amorosa"

Slips

A new improved rayon weave—more luxurious looking, and more serviceable! In tearose, and rich new dark shades that are ideal under your Fall dresses! Sizes from 34 to 44. Come, see the quality of this new slip—you'll marvel at the value!

Sale!
Save 32c on
BEDSPREADS

A much heavier quality than you'd think possible at this very low price! Lustrous rayon for beauty, with a firm cotton underweave for wear. EXTRA size, 84x105—

1.66

Regularly \$1.98

Sale!
4 Days Only!
Paisley Print
Comforters

ALL SATEN top and back. FULL BED size, 72 in. x 84 in. Warm, fluffy new cotton filling. One of the newest, smartest patterns!

2.94

Regularly \$3.29

Children's Sweaters
Fine quality all-wool worsted. Slipover or coat style. Crew V. and Roman collar necks. Contrasting color trim, 3-6 yrs.

98c

Children's Sleepers
Warm Flannellette. One piece. With or without feet. Extra full cut. Pink or blue. 2 to 6 years.

37c

Mid knit cotton sleepers, 2 to 6 years. **59c**