

**We Had to Buy Thousands of Pairs to Make This WARD WEEK Saving Possible!**

# Sale! Silk Hosiery



**WARD WEEK SALE!**

*Tubfast 64x60 Percale*

**Frocks**

*Ward Week Only*

**49¢**

**AFTER WARD WEEK THE PRICE GOES RIGHT BACK TO 69¢**

There's value packed into every one of these dresses! They're 64x60 percale... that means lasting WEAR! They're tubfast... the prints will stay bright and fresh after many launderings. They're smartly styled (some trimmed with crisp organdie) and they're carefully made! Misses' and women's sizes from 14 to 52. (And PLENTY of large sizes, too.)

**WARD WEEK SALE!**

*Lace and Acetate*

**Dresses**

**2.00**

Outstanding Ward Week value! Beautifully styled lace or knitted acetate dresses in the new soft pastel shades. Sizes 14 to 44. They're worth \$2.98!



**Excitingly Low Priced For Ward Week Only!**

**Hats \$1.19**

Buy several... and save 30c on each of these stunning new hats during Ward Week! Brand new straws, wide brimmed and flower trimmed; Crepes in smart chalk pastels. Dashing sports felts with cleverly creased and stitch crowns. All the most popular colors. Head sizes 21 1/2 to 23 1/2

*Regularly \$1.49*

Chiffon or Service  
Fresh, Dull Silk • Full  
Fashioned • All  
First Quality

*"What a Value!"*



**Ward Week Only...**

After This Sale  
Back They'll Go  
to Regular Price

**44¢ PR.**



BECAUSE OF THE LOW PRICE WE RESERVE THE RIGHT TO LIMIT QUANTITIES.



**9¢**

**Anklets**

*Special for Ward Week Only!*

Save during Ward Week on your favorite anklets. A wide variety of styles... fancy cuffs, strips, and smart solid colors. And you may choose rayon-plated or plain cotton. Sizes for misses, women and children. Grand bargains!

**Anklets, 15c to 19c, Reduced for Ward Week**  
Here's another chance to make really remarkable savings on Summer Socks for yourself and the children. Values! **13c**



*Regularly 98c*

**Handbag Sale!**

They're all washable! And look just like leather! Your favorite pouch and envelope styles in black, brown, navy, red, white, beige or gray.

**88¢**

*Ward Week Sale!*

**Sweater Blouses**

**88¢**



Real values at \$1! Now you save 12c! More popular than either plain sweaters or blouses this spring... in novelty weaves, pastels or white. 28-40.

**BECAUSE OF THE LOW PRICE ONLY 3 PRS. TO CUSTOMER**

**66¢**

**Ward Week Sale Special!**

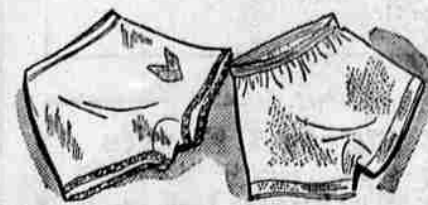
**Slips**

*of Rayon Taffeta*

Tailored like very expensive slips... cut on the bias, for a perfect fit and finished with shadow panels. All are trimmed with delicate lace, and you may select them in a soft shade of tearose or white. Buy now, and get Wards regular fine quality at a sensational price. 10 days only!

**Sale of Gowns!**

Porto Rican imports, and you know what values they are at the regular price. Now you can save 16%! Flowered batiste, full cut. Reg. sizes. **49¢**



**Sale! Silk Crepe Panties 49¢**

Lace trimmed, in a choice of several fancy styles, all beautifully finished. Flesh, white, tearose, in sizes 1-4. Fine Ward Week values at this low price!

**Girls' Rayon Undies**

Save 6c each during Ward Week. Panties of full finished rayon with lastex waistbands, in a delicate tearose. Also, briefs and bloomers. 4-14. **19¢**

