

White Shoes



88¢ *\$1.00 After Ward Week!*

Sport Oxfords

Elk Finished, With Crepe Rubber Soles or Duck Uppers With Suede Fabric Inserts

Right at the start of the sports-wear season Ward Week brings you these new styles at a sale price! Choose them for sports, afternoon and street wear. Popular elk-finished oxfords in white or smoke color, with crepe rubber soles for walking comfort. Other sports oxfords have white army duck uppers, with suede fabric moccasin inserts of white, blue, red, or green. They're all headline values at \$1—at Ward Week savings they're record-breaking!

Children's Shoes

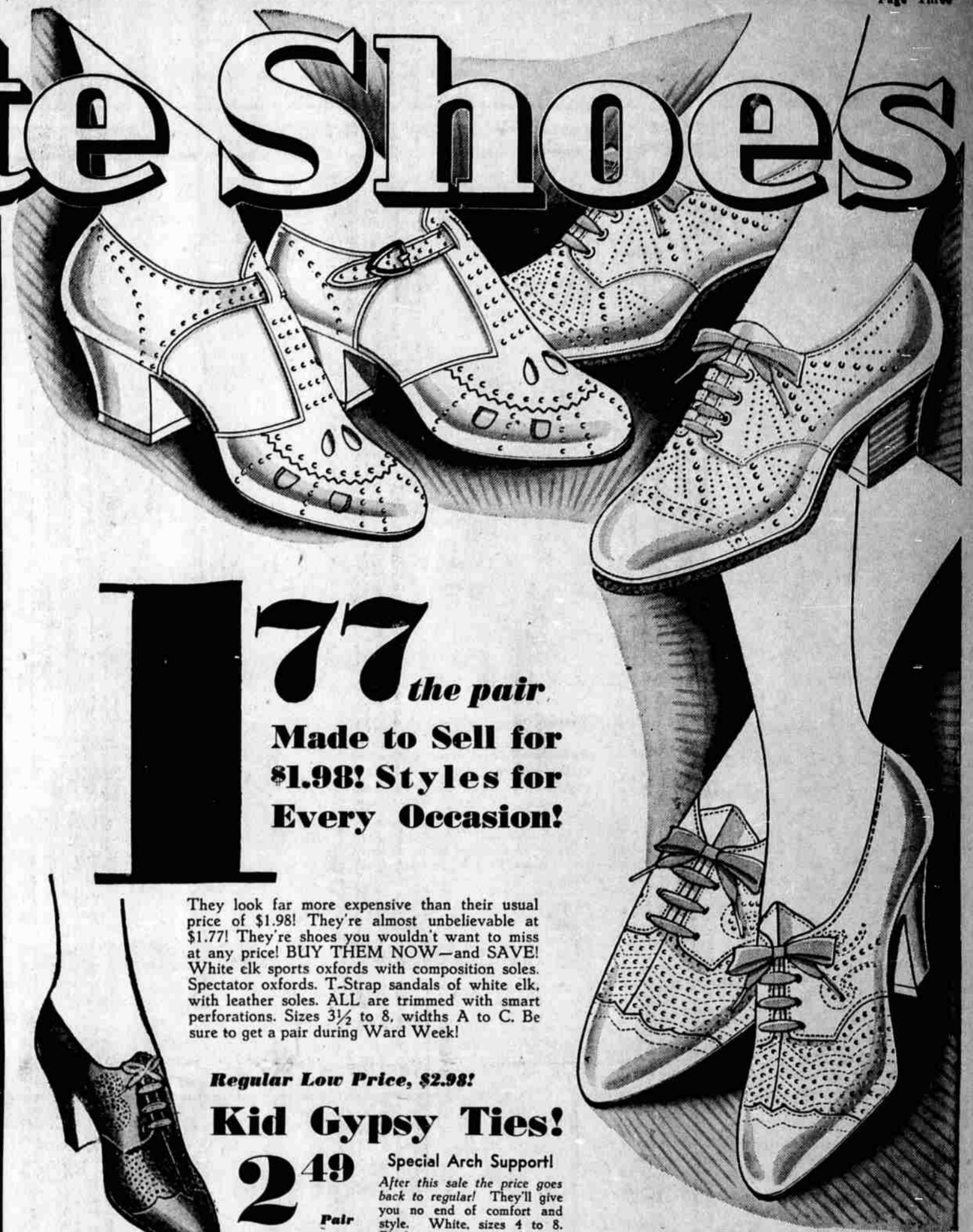


All With Solid Leather Soles!

1.00

Specially Priced for Ward Week!

No matter what kind of shoes the youngsters need they're right here at a *Ward Week* sale price. Carefully designed to fit growing feet properly. Made to withstand lots of hard wear. Black patent or white all-finish leather sandals with attractive cut-out trim. White elk-finish leather oxfords. Two-tone leather oxfords, brown with tan trim. All have solid leather soles! Sizes 8½-2. Better buy several pairs!



1.77 *the pair*

Made to Sell for \$1.98! Styles for Every Occasion!

They look far more expensive than their usual price of \$1.98! They're almost unbelievable at \$1.77! They're shoes you wouldn't want to miss at any price! **BUY THEM NOW—and SAVE!** White elk sports oxfords with composition soles. Spectator oxfords. T-Strap sandals of white elk, with leather soles. ALL are trimmed with smart perforations. Sizes 3½ to 8, widths A to C. Be sure to get a pair during Ward Week!

Regular Low Price, \$2.98!

Kid Gypsy Ties!

2.49 *Pair* **Special Arch Support!**
After this sale the price goes back to regular! They'll give you no end of comfort and style. White, sizes 4 to 8. Black in sizes 4½ to 9. AA to C.

WARD WEEK Savings—Restock Your Linen Closet Now!

Ward Week Sale!

Longwear Sheets

WARD WEEK! Prices Go Down with a Bang!

Regularly 88¢ **78¢**
81x99 inch

Sale Special For Girls

59¢ Frocks
49¢



Sheers, Piques, Novelty Weaves

For 2 to 6 yrs. Printed or pastel sheers. Princess styles. For 7 to 16 yrs. Sheers or Sports fabrics. All tubfast. Sale priced **WARD WEEK ONLY!**

Peggysalls, Playsuits
58¢

Save 14¢ each. That's a headline reduction even for Ward Week. Washable outfits for children. All shrink-proof and very durable. 14.

Ward Week Special! Racer Coaster

Regularly 3.29! **2.98**
Ward Week Special Price, .



1-pc. all-steel body! 3-ply roll rim wheels! Speedy roller bearings! Interlocking rim wheels resist curb dents. Bright enameled. 8¼-inch wheels. ¾-in. tires.

Ward Week Special! Velocipedes

6.79
12-in.



Regular \$7.98
Strong steel; brick red enameled; nickel trim; ballbearing front wheels; rear step plates. 3 electric headlights; 1-inch rubber tires.

16-inch, reg. \$8.98. **\$7.29**
20-inch, reg. \$9.98. **\$7.79**

Sheer Batiste

Regularly 15¢ yd. **12¢**
Ward Week Price

The most popular fabric for Spring and Summer frocks... and a new one to use for curtains, dainty spreads and table cloths. Follow the latest fashion trends at the same time. Wards regular quality at this Sale price... sheer weave, gay Spring colors, all tubfast. 36-in. width.

25¢ Desert Cloth

Sanforized
Sanforized quality! Hardly seems possible at this Ward Week reduction. Tubfast pottery shades. Yard at **19¢**

Turkish Towels

Save A Dime On Each One! **29¢**

30¢ after Ward Week! Solid colors, Dobby borders; pastels; or extra heavy white. 22x44.
Wash Cloths, special, 3 for 10¢



Comparable to sheets advertised nationally to sell for \$1 and more! They'll always live up to their name! Because they're closely woven of fine, long cotton yarns that are exceptionally durable. Evenly woven, too, for a smooth finish. Even for Ward Week, they're leaders!

Ward Week Specials on These Other Sizes, Too!

- 72x99 inch Longwear Sheets... **74¢**
- 81x108 inch Longwear Sheets... **89¢**
- Longwear Pillow Cases, now **22¢**
Regularly 25¢! 42x56 inch size! Ward Week!
- Longwear Unbleached Sheeting **29¢**
81 inch width; smooth finish. Ward Week price, yd.
- Smart Jacquard Bed Spreads **88¢**
Large size, 80x105, with scalloped edges. Pastel shades.
- New Floral Bed Spreads **\$1.77**
Fine quality mixture of rayon and cotton. 84x105!

72x84 Single Cotton Blankets 88¢
Ward Week Special! Regularly 98¢! Block plaid designs in gay colors.