



9th and Pine

Phone 3188

**SALE BEGINS
TUESDAY**

DECEMBER 27th

January

WHITE SALE



**WARDS LONGWEAR
SHEETS REDUCED!**

174
81 x 99"

Get down to Wards early and save! Popular thrift-priced muslins now cut-priced... they'll sell fast because they're known for strength and wear. Type 128 tightly woven sheets wide 3-inch top hems, strong selvages.

72 x 99-inch Sheets.....now 1.64
81 x 108-inch Sheets.....now 1.84
42 x 36-inch Cases.....now 37c
45 x 36-inch Cases.....now 42c

Sturdy, Quality Unbleached Muslin Sheeting, 81 Inches Wide, Sale-priced.....

**TREASURE CHEST
SHEETS ON SALE!**

214
81 x 99"

Slashed prices on Wards smoother, quality-famed luxury muslins that give years of wear! 140 threads of long staple cotton in firm weave per sq. in. Sturdy tape selvages mean less laundry rips! 3" top hems.

72 x 108-inch Sheets.....now 2.14
81 x 108-inch Sheets.....now 2.34
42 x 36-inch Cases.....now 44c
45 x 36-inch Cases.....now 47c

54c
Yd.

**WARDS DE LUXE
PERCALE BUYS**

274
81 x 108"

Now... enjoy the best in bedtime luxury at White Sale prices! Silky smoother percales, with 180 threads to the sq. in. for light sleek texture. Percale's light weight saves on laundry cost. Don't miss out... shop today!

72 x 108-inch Sheets.....now 2.54
90 x 108-inch Sheets.....now 3.14
42 x 38 1/2-inch Cases.....now 57c
45 x 38 1/2-inch Cases.....now 63c

Reg. 59c Yd. Bleached Pillow Tubing, Firmly Woven, Smooth, 42" Wide.....

47c
Yd.

**4.98 PLAID PAIR IN A
WARM NEW BLEND 399**

Two blankets woven in 1 length and used double. New composition—5% wool, 60% rayon, 35% cotton. 70 x 80" for ample tuck-in, 4" binding, 4 smart plaids! 3 1/4 lbs.



**REGULAR 1.69 COTTON
PLAID SINGLE 138**

Get several at this give-away low! Closely woven with a soft, fluffy heat-retaining nap. 1 1/4 lbs. Blue, rose or peach plaids. 70 x 80".

**FORMERLY 6.98 TO 8.98
CHENILLES 599**

Get one for every bed in your house! Choose from elaborate florals, new pin-point velvety soft designs, novelties! Twin or full.

Reg. 1.98 White Sheet Blanket, Warm; Fleecy Nap. 70 x 95" size..... **168**

Reg. 3.69 Quilted Mattress Pad of Bleached White Sheeting. 54 x 76"..... **299**

Reduced! Unbleached Muslin. Practical For Home Uses. 36-in..... **19c** Yd.

Reduced! Bleached Muslin. 80 x 80 Thread Count, 36-in. Wide..... **29c** Yd.

Sale-Priced White Cotton Flannel. Warm; Fleecy Double Nap, 27"..... **22c** Yd.

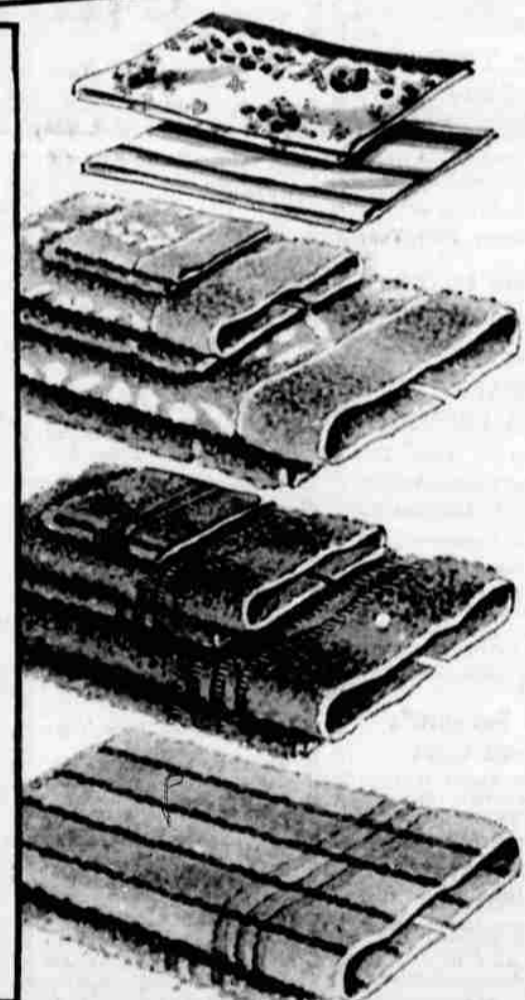
Reg. 45c Yd. Stevens "P" Quality Pure Linen Toweling, 17-in..... **37c** Yd.

Wards standard ACA 8-Oz. Ticking of Featherproof Striped Cotton..... **54c** Yd.

Reduced Flour Sack Towels, 30" Bleached, Absorbent Squares For Drying, Dusting, Wrapping..... **5 FOR 99c**

Save Now! "Startex" 25% linen, 75% Cotton Toweling With Washfast Striped Borders. 17-Inches..... Quick drying! **5 Yards 127**

White Sale Special! Cannon Knit Cotton Dish Cloths in Attractive Kitchen Colors. Washfast, Sturdy and serviceable.... **6 FOR 42c**



**SAVE ON GAY COTTON
DISH TOWELS! 4 for 99c**

Sturdy cotton in an assortment of patterns... fruit, figured or floral prints; vivid multi-color stripes. About 16 x 30" sizes.

**SALE! NEW "DOGWOOD"
BATH TOWELS 79c**

Cannon's reversible-design jacquards in a handsome floral pattern... all of 5 radiant colors cut-priced! Size 20x40 inches. ● Face Towel... 45c ● Wash Cloth 19c

**FORMERLY 1.69 "MELODIE"
BATH TOWELS 114**

Huge reduction on Cannon's luxurious terry towels! 24x46" size, self-dobby border—white, flamingo, aqua, pink or yellow. ● Face Towel... 67c ● Wash Cloth 27c

**SAVE! MULTI-STRIPED
BATH TOWELS 37c**

Husky cotton terry towels by "Cannon" in carnival combinations... green, pink, peach or yellow predominating. Size 20x40 inches. ● 10c Pastel Wash Cloths..... 6 for 54c

**SPECIAL PURCHASE!
CHENILLE SPREAD**

399

A wonderful new style at a wonderful low price! Save extra dollars! Get yours now during this big sale! It's fashion's latest... dainty, velvety pin-point tufting... luxuriously soft... yet not easily crushed. Flamingo-red, hunter-green, gold, dusty rose, med. blue or white. Rich 4" matching bullion fringe. See it today in twin and full sizes.

**"GLENDALE"
BATH TOWEL SALE**

67c

Lovely sturdy turkish towels by "Cannon" now cut-priced! Here's your chance to buy up colorful decoration for your bathroom while you save money... these beautifully simple designs are featured in aqua, flamingo, green, pink or yellow. Size 22 x 44 inches. Get yourself some complete ensembles. ● 49c Face Towel... 37c ● Wash Cloth... **13c**

