

WARD WEEK IS SAVINGS WEEK! BIG BUYS FOR YOUR HOME AND FAMILY



**WARD
WEEK
SALE**

SEASON'S LOWEST PRICES
BIG EXCITING ASSORTMENT
SATISFACTION GUARANTEED

BUY 2-SAVE 2⁹⁶ season's biggest dress sale!

**\$
2 for 9**

**FRESH SPRING STYLES
REGULAR 5.98 EACH**

- Juniors! Misses! Half sizes!
- Sundresses, shirtwaists, sheaths, jacket dresses... many more!
- Summer's coolest fabrics!
- New prints, patterns, solids!

Stupendous savings like these happen only during Ward Week! Find cottons in checks, stripes, plaids, prints, solids. Find cotton/Cupioni® rayon and Bemberg rayon sheers. Find value, value, value!



**SAVE 99¢!
NEW PLAIDS,
SOLID PANTS**

REGULAR 2.98 COTTONS...
... SUPERB FIT, TAILORING

1⁹⁹

What value! What selection! Some with side pockets, some with self-belts... all in easy-care cotton! Stock up for summer fun now... at Ward Week savings. Many colors in this huge group. Sizes 10 to 18.

SAVE A BIG 33%

WARD WEEK VALUE

IMPORTED BAGS



REGULAR 2.98
FINE COTTON
BATISTE BLOUSES

1⁹⁹

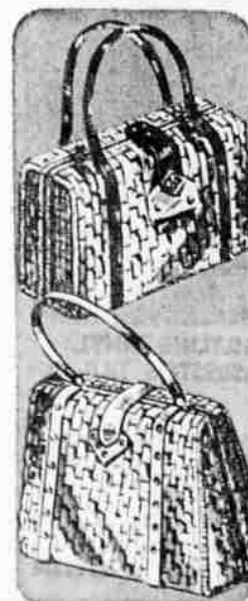
WardWeek topvalues for suits and skirts... in fresh-as-Spring white! Pretty details, too, in the cotton embroidered front... the flattering jewel neckline. Tuck-in style with short sleeves. Perfect for many occasions. Hurry in for this Ward value! 32 to 38.



SPRING PERFECT—
HATS SPRINKLED
WITH FLOWERS

2⁸⁸

Wards has the freshest spring millinery in town at wonderful value prices. Trellis pill-box style in rayon organza sprinkled with flowers—daisies, roses or carnations. Just perfect for this season's softer, more feminine clothes. Don't miss this smart Ward buy!



WOVEN WILLOW,
BRASS-TONE AND
LEATHER TRIMS

2^{44*}

Wards light accessory touch for spring outfits, lightly priced—woven willow bag trimmed with leather and brass-tone metal. Six smart styles, all cotton lined... imported from Hong Kong just for Wards. In their own lint free bags. White, black, natural. Hurry in.

*plus 10% Federal tax

THE BIG SALE YOU'VE BEEN WAITING FOR! CHECK ALL DEPARTMENTS