

LOWEST PRICES OF THE SEASON! EXCITING BUYS THROUGHOUT THE STORE

SAVE 25% Carol Brent lingerie

TERRIFIC VALUES! REG. 2.98
SLEEPWEAR, SLIPS, PETTICOATS

\$
2 FOR 4
2.44 EACH

Now...touching off Ward-Week excitement...the best lingerie buys of the year! Find fresh, cool cottons...soft, carefree Vycron® polyester blends in lace-frosted waltz gowns and 3-pc. pajamas in S-M-L...beautifully tailored slips, sizes 32-40, and petticoats, S-M-L. Many proportioned, shadow-paneled.

**CAROL BRENT BEAU DURAS
OF SPUN-LO® ACETATE REG. 59c**

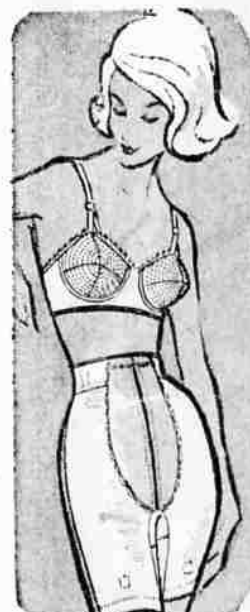
Save 25% on run-proof panties, famous for top quality at Wards! **44c**
A and B Elastic or band-leg styles. Sizes 32-40. C REG. 69c elastic leg, extra sizes (from 41 to 44).....48c
D Reg. 79c cuff panty, 58c. Reg. 69c flare panty, 48c. Reg. 79c X-size flare panty.....58c



WARD WEEK SALE

SEASON'S LOWEST PRICES
BIG EXCITING ASSORTMENT
SATISFACTION GUARANTEED

REG. 5.98—SAVE 1.10



**CAROL BRENT
FIRM CONTROL
SLIM-LINE PANTY**

4.88

Ward-Week brings you the perfect Easter underliner at 1.10 savings! 4-section design in rayon-nylon power-net pares your figure from waist to thighs. Sizes S-M-L-XL.

REG. 1.98 COTTON BRA. Circle-stitched, net-lined cups. A 32-36, BC 32-40. 1.48

NOW! 25% OFF



**REG. 79c YARD—
COTTON GINGHAM
SAILCLOTH**

58c
yd.

Start sewing spring sportswear now, during Wards terrific Ward Week buys. Get crisp cotton sailcloth prints and solids or cotton gingham fancies—both are wonderfully wash 'n wear, crease resistant, need little or no ironing. In new colors, patterns. Both 36".



BUY 2—SAVE

**REGULAR 2.98 AND 1.98
GIRLS' SLEEVELESS DRESSES**

2 FOR \$5 7-14 **2 FOR \$3** 3-6X

There's a lot of real Ward Week value in these wash 'n wear cottons. All have full sweep skirts. Many with cotton lace and eyelet trims; embroidered accents. Wardrobe boosters, budget-priced. Ice cream pastels.

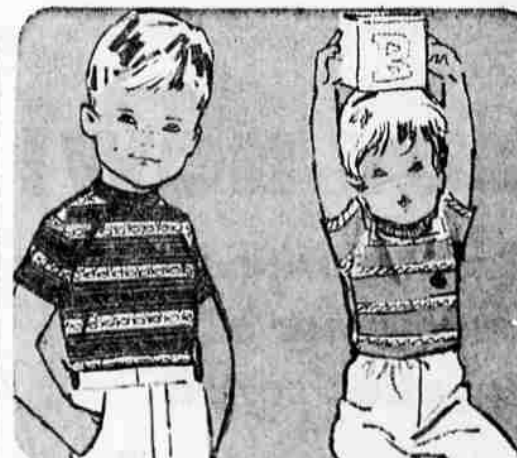


27% OFF

**GIRLS' MIX-MATCH
COTTON KNIT PLAYTOGS**

REG. 1.98 EACH **1.44** each Shirts or Pants

An exceptional Ward Week value—playwear in combed cotton that's machine washable, never needs ironing. Pants are fully lined, have snug-fit elastic back waist. Checked shirt, shorts; solid shirt, pedal pusher. 7-14.



WASH 'N WEAR BUY!

REG. 69c—TOTS' COTTON KNIT SHIRTS

Ward Week buy for boys and girls—short sleeve cotton knit shirts in colorful patterns. Easy on/off shoulder opening, 1-4; slip-on style, rib crew neck, 3-6X.

2 for \$1



**REG. 2 PAIR 98c
COTTON SOCKS**

2 PAIR 74c

Women's rib crewsocks in absorbent cotton. Comfortable with reinforced heels and toes. White. Sizes 9 to 11.

**REG. 2.98 DOZ.
GAUZE DIAPERS**

2.33
DZ.

Soft, absorbent and so comfortable...cotton gauze, double thickness. Machine wash, fast drying.

BE WISE, SHOP EARLY! USE YOUR CREDIT TO TAKE ADVANTAGE OF THESE SAVINGS