

NOW... AT MONTGOMERY WARD JUNE PARADE OF VALUES

ENDS SATURDAY

Yes, despite merchandise shortages, Montgomery Ward again brings you this great annual sales event. It's your opportunity to save on the quality merchandise you want for the summer months. But don't wait... prices go back to regular after Saturday. Hurry to Montgomery Ward... and save!



SALE! COTTON DRESSES AND SUITS, NOW ONLY . . . 2.77

Copies of styles you've seen at much higher prices! Gay piques, gingham, chambrays, seersuckers and novelty cotton dresses and suits. All greatly reduced for this big event! Come see them . . . buy yourself at least three for all summer long . . . for work . . . for shopping . . . for dates. Sizes from 12 to 20, 38 to 44, 46 to 52 and juniors 9 to 15.



GET A 4.98 SLACK SUIT AT WARDS NOW FOR ONLY 4.48

This is the sort of bargain you expect to find at the close of the season. But here it is waiting for you now at Wards . . . and there's a whole Summerlong of wear ahead! Come early and pick yours from a complete selection. Cardigan or shirtwaist necklines. Some with classic stitching . . . some with detachable dickeres . . . some with both! And all in popular Mimi rayon cloth. 12-20.



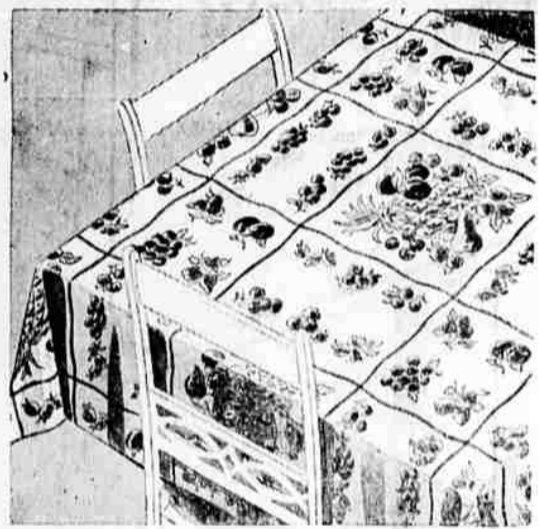
MEN! WARDS REGULAR 1.59 SUMMERWEIGHTS REDUCED 1.37

Buy your summer hat at a sizable saving—thanks to Wards June Parade of Values! Here are lightweight meshes and braids that take a load off your head and let you feel cool. Here are smooth weaves, rough weaves, open weaves, with solid color or fancy puggree bands. Styles so good-looking that you'd expect the price to be a dollar more! All have genuine leather sweatbands.



SPECIALY PRICED! MEN'S POPLIN SPORT SHIRTS 97c

For day-in, day-out wear, there's nothing like sturdy cotton poplin. It's easy to wash, easy to iron—and it stays looking crisp and cool. You'll like the comfort of this short-sleeved style—the roomy cut and the trim open collar. The fabric has a good-looking slub weave—and it's colorfast, won't fade in the sun or laundry! Get yours now, at this low Ward price!



SALE 2.49 LUNCHEON CLOTHS--REDUCED TO 2.29

See what Wards June Parade of Values brings you! Smashing savings on smart luncheon cloths of strong white cotton . . . printed in brilliant five-color patterns! They come in fresh flower and lush vegetable designs! They'll liven up your luncheon table, and they'll lighten your budget because they give fine wear! Tubfast, pre-laundered, ready for use! 52x52 in.



THEY'RE 1.29 VALUES! 1.19

Yes! your favorite tailored slip in "Stardust" rayon crepe . . . Reduced in price! The same wonderful fit, the same long-wearing fabric. Plain or Venice-trimmed in white and tan. 32-44.



SALE! 3.98 SEPARATE SLACKS 3.77

Looking for a smooth pair of spun rayon slacks? Here they are, with the precision tailoring you want . . . and just look at that low price! Slash pockets. Brown or navy in sizes 24 to 32.



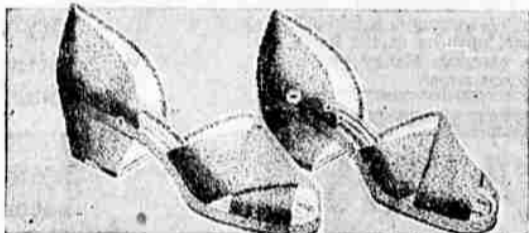
SALE! BLAZER SPORT SOCKS FOR MEN. USUALLY 25c 19c

You'll be delighted to find his favorite color schemes at this remarkably low price! Four-color stripes, close or widely spaced . . . and in a fine combed cotton, too! This rib top is sewed-on to stay up neatly. Better get several pair of these long-wearing attractive hose now while they're on sale at Wards! Slack length only in sizes 10 1/2, 11, 11 1/2, and 12.



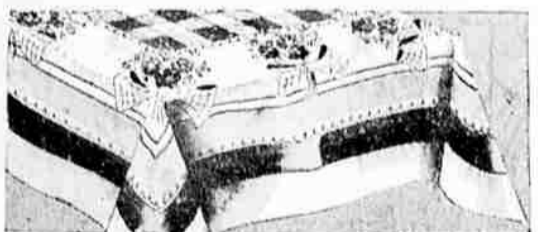
ANKLETS, 2 PAIR FOR 25c! 13c

You can solve your ankle problems for the entire season if you act quickly! Here are the fine mercerized cottons you want . . . and the more you buy the more you save! 6 1/2-10 1/2.



SALE! CHENILLE SLIPPERS 1.19

Regularly 1.29. Smart, cool terry cloth D'Orsay slipper in blue or rose to go with your favorite robe! Comfortable wedge heels and platform soles. Buy yours today—they're not rationed!



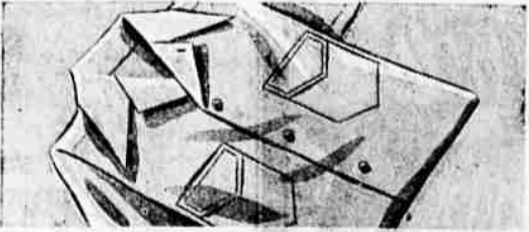
SALE! 2.89 PRINTED CLOTHS 2.69

Colorful patterns, hand printed on Mirador cloth. Tubfast rayon and cotton pre-laundered and ready for use! 52x64 in. Save at Wards!



FOR THE BARELEG VOGUE! 17c

These are the nationally advertised "Footlets" . . . and they're reduced now at Wards! Made of fine gauge cotton in a sun-tan color so they can be worn even with open-toe shoes. 8 1/2 to 11.



SPECIAL! MEN'S SPORT SHIRTS 1.14

It's a \$1.29 value, this lustrous "Snowflake" rayon and cotton shirt! Has stitchless California collar, deep breast pockets, short sleeves. Buy it for long wear, for style, for summer comfort!



SALE! NO-TARE FLY SHORTS 44c

Men, these shorts won't rip at the fly! They're cut extra full with roomy seats and deep hems. Good-looking pattern in fast color broadcloths! Athletic Shirts of Knit Combed Cotton, Ea. . . . 35c



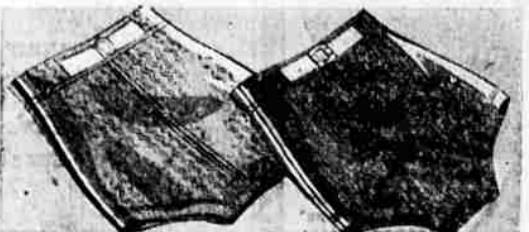
SALE! 1.29 WOMEN'S HATS

Hurry! For they won't last long at this price! Perfectly stunning wide brim straws in white or natural to wear with all your summer dresses. At such a saving you'll want two!



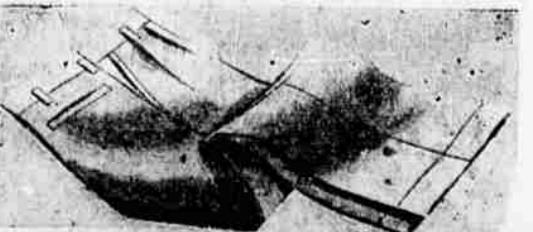
SALE! OUR 1.29 BLOUSES 1.09

Colorful spun rayon blouse to wear with slacks, skirts, jumpers, suits . . . all Summer long! Big splashy Power patterns in wonderful Summer colors. Get yours now . . . and save! Sizes range from 32 to 38.



SALE! MEN'S SWIM TRUNKS 84c

Special for Wards June Parade of Values! Trim-fitting trunks in closely knit cotton and wool blends, in smooth rayon, lastex or cotton mixtures. Knit supporters for added comfort!



SAVE! MEN'S SLACKS 6.79

Coo, gubaraines! Bedford cords! Neat herringbones! Smart cavalry twills! Your favorite fabrics in good-looking, long-wearing wool and rayon blends. Saddle stitched seams; roomy sizes!

USE YOUR CREDIT TO BUY NOW AND SAVE! ANY \$10 PURCHASE WILL OPEN A MONTHLY PAYMENT ACCOUNT AT MONTGOMERY WARD