

YOU ARE CORDIALLY  
INVITED TO VISIT

# Wards New Fashion Floor

...NEWLY ENLARGED AND SPARKLING  
WITH BRIGHT EASTER FASHIONS...  
ALL STRAIGHT FROM NEW YORK—  
ALL SENSIBLY PRICED!

TAILORED FOR EASTER  
IN COLOR BRIGHT PURE WOOL

**19.98**

Others 19.80—21.00

Take softest, purest wool—cut it straight as a die—tailor it with T-square precision. Result? That important little "go-everywhere" coat! In lime, coral, gold, American beauty, blue, green. Sizes 10-18.



FROM OUR SUIT COLLECTION  
PURE WOOL GABARDINE

**35.00**

It's our own Carol Brent—smooth as silk . . . butter soft . . . Impeccably tailored! See that cardigan neckline? Soaring wing sleeves? Waist-whittling tie front? That's the 1946 version of the suit you live in and love! In blue, green, beige, black. Sizes 10-18.

Use Wards convenient Monthly Payment Plan. Only 1/3 down, the rest in convenient monthly installments, plus carrying charges.



DON'T MISS WARDS  
COTTON QUEENS!

**2.80**

Which for you? A button-fronter? A shirtwaist? A cotton that's dressed up with pretty ruffles? They're all on our Fashion Floor now! In bright prints, gay checks, stripes! Gingham! Seersucker! Chambray! Sizes 12-20, 38-44.



DRESSES FROM NEW YORK  
SING OF SPRING!

**7.70 to 9.98**

They'll put you in an Easter mood, too! Pastels—gay as the first daffodil! Lovely navy and black with dainty white frosting! Just arrived! And for every size, 9-1, 12-20, 38-44.



## Sportswear as you like it!

You'll Want to See  
Wards Slack Suits!

**7.98**

We've jacket styles! Jerkin styles! Lumberjack styles! All with slim tapered slacks! In navy, brown, black — Gay pastels, too! Sizes 12-20.

A Bevy of Blouses  
Ward-Low Priced

**2.70**

Rich rayon crepes smartly tailored—touched with lace, or the frill of a ruffle! Here are your Spring blouses in white and pastels! 32-38.

SKIRTS ARE SO GAY THIS SPRING!

**2.98**

And what a selection we have! Bright cotton prints! Soft, full border print rayons! Colorful striped jerseys! Sizes? 24 to 30!



New Carol Brents!  
Slipons, Cardigans!

**2.98 4.49**

Wards own sweater classics! Carol Brent slipon and matching cardigan! Bright, dark, pastel shades! 100% wool, of course! Sizes 34-40.



# Montgomery Ward