

MONTGOMERY WARD

RELAX—BE COMFORTABLE IN

WARDS

Casual Holiday Togs

A WIDE SELECTION FOR EVERYONE—SO SENSIBLY PRICED



WASHABLE SPORT
SHIRTS FOR JUNIOR!

1.49

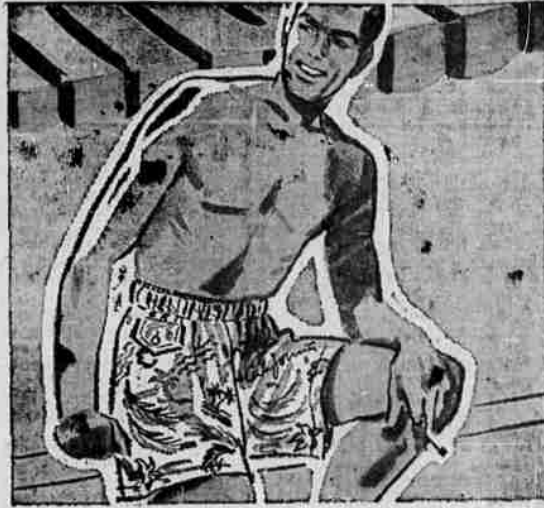
Why worry about shrinking and fading! Get him some of these pre-shrunk, color fast shirts at Wards! Smartly tailored in rayon and cotton! Tan, blue, 4-10.



SANFORIZED COTTON
OVERALLS FOR BOYS!

1.50

Good looking, sturdily made overalls... SANFORIZED so they won't shrink more than 2%! Adjustable suspenders, fly fronts, pockets! Blue, brown! 2-8.



COLORFUL BOXER SHORTS
OF PRINTED GABARDINE

3.98

Tops in popularity this year! And no wonder, the roomily cut boxer style swim trunks provide action free comfort such as you've never experienced before! Shirred, all-around elastic waist for a snug fit without binding, knitted cotton inner support adds to your comfort. Button flap pocket is handy for protecting keys etc. while in swimming. Waist sizes 30 to 38.



WELL FITTING SLACKS
FOR THE COMFORT LOVER

4.98

They're comfortable for active play or just being lazy! Well tailored smooth rayon in gay pastels, dark colors, too! Take your pick! Sizes 24-32.



SUN SUITS WITH A BARE-
FOR-THE-SUN LOOK

1.98 and 2.98

They'll help you get that smooth tan! Slim shorts with bra, halter, or bare midriff tops! Cotton or rayon in blazing stripes, gay prints! Sizes 12-18.



FOR SUNDAY! FOR EVERY DAY!
COOL WASHABLE COTTONS

4.98

Cheery little dirdids, gay off-shouldered styles, comfortable button fronters! Prints, stripes, checks, solids! It's a spritely collection that awaits you at Wards today. So come choose a whole summer wardrobe in cool, crisp, colorful cotton—you know how easily it launders. Sizes from 9 to 15, 12 to 20, 38 to 44. Other washable cottons, dressy and tailored styles; at . 3.98



HUSKY KNIT SHIRTS ARE
IDEAL FOR ACTIVE BOYS

1.09

They're exactly the thing for hot weather wear! Strongly knit of sturdy cotton yarns, they're extra absorbent, extra tough to give long hard service! Extra comfortable, too, because they'll fit snugly without binding, give your boy the freedom he needs for healthful exercise! And so simple to launder—no ironing is necessary. In attractive horizontal stripes for ages 8 to 18.



MEN'S TIES IN BRIGHT
SUMMER COLORS, STYLES

1.00

The swellest summer selections yet—big, all-over floral and geometric patterns in vivid, eye-catching colors! Every one made to knot and drape perfectly!



OPEN WEAVE DUNDERRY
STRAWS

1.49

Their crisp, airy braids coax in cool breezes! They're made like costlier hats in 1946 shades.



ESQUIRE SOCKS
FOR MEN 3 for 1.10 39¢ pr.

Excellent quality at a low price! Assorted patterns in lustrous rayons. Snug cuffs, 10 to 12.



GET IN THE SWIM WITH
A NEW SUIT FROM WARDS

3.98

Proud of your swim stroke and love the water? Then, see Wards smooth fitting, sleekly styled one piece suits. And for soaking up the sun, what's better than one of the new brief two-piece versions? We've got cottons, sleek rayons! Colorful prints as well as solid colors! And every size 32 to 40! Yes, a trip to Wards—first—is the smart way to a wonderful week-end outing.



FOR SPORTS AND STREET
IT'S WARDS PLAYSUITS

4.98

The skirt goes smoothly over the shirt and shorts—and presto—you've a smart dress! Fine cottons in plaids, stripes, prints! Don't miss them! 12-18.



FIGURE-FLATTERING
NINON BRAS

1.50

Uplift style with excellent separation for good fit and flattery. Nude and white, Sizes 32 to 38.



RAYON SATIN and CREPE
SLIPS—ONLY

1.70

Luxurious lace trimmed styles! Sensationally low priced! Delicate tearase and white, 32 to 40.



GAY LITTLE SUN SUITS
FOR YOUR LITTLE ONE

1.00

They're the practical thing for summer, for they're of pretty striped seersucker that needs no ironing! Have several for your 1 to 3 year old!



STURDY TRUNKS FOR
LITTLE BOYS

72¢

For sunning or swimming, these trunks are a "find". White webbing belt included. Sizes 4-10.



GAY LITTLE SWIMSUITS
FOR THE 2-TO-6ER

59¢

Pretty as a paint-box, these bright little suits! Novelty weave—adjustable straps.



FROSTY-WHITE HANDBAGS
FOR SUMMER WEAR

2.98

Plus 30% Tax

Come one... come all... you ladies who need new handbags for Summer! See the grand collection of white handbags Wards is presenting! Plastic patents... plastic grains in a variety of styles—envelopes, pouches, top-handles... some with mock shell frames! They're all beautifully detailed... all nicely lined... and best of all, these plastics will wear and wear!



SPUN RAYON DRESSES
IN PRETTY STYLES

5.98

Sizes 7 to 14. Come into Wards today! See the exciting styles—for figures slim or chubby. The lovely colors—pastels and vivid. Note the sensible low price!



SHEER BLOUSES FOR A
COOL SUMMER

2.70

Irresistible as ice cool lemonade! Frothy rayon sheers in daintiest whites! Sizes 32-38.



2-PC. PLAY SUITS FOR
THE 7-TO-14ER

3.98

For sunny days... the new open-midriff play suit! Pleated shorts, choice of tops. Cotton print.



WOMEN'S SMART
ALL-LEATHER PLAYSHOES

3.49

Cheery wide-awake looking little casuals! Lighten your heart and add sparkle to your gay summer cottons! Fashioned in soft pliable leathers—one in bright red studded with shining gold-colored nail-heads... the other in a cool-looking snow white with a distinctive, comfortable T-strap! Both have the popular wedge heels and smart open toes. See Wards selection now!

USE YOUR CREDIT...
Ask about our convenient monthly terms.
Any \$10 purchase will open an account.

MONTGOMERY WARD

MANY OTHER VALUES...
Shop in our Catalog Department for thousands of items not in our store stocks.