

RELAX—BE COMFORTABLE IN
WARDS *Casual Holiday Togs*
A WIDE SELECTION FOR EVERYONE—SO SENSIBLY PRICED



FRONT PLEAT SHORTS 1.98
FOR SUMMER PLAYTIME

S-H-O-R-T-S spells summertime to carefree 7-14's. Tailored of fine quality mercerized cotton twill, Ward's neat shorts are rated "super." Two pleats in front for extra flare . . . extra activity! Speedy side zipper closing for quick changes. Patch pocket keeps hankies and pocket money under control. Tubbable? Of course! It's smart to have several pairs.



GET IN THE SWIM WITH 5.98
A NEW SUIT FROM WARDS

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 gay 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.



WOMEN'S SMART 3.49
ALL-LEATHER PLAYSHOES

Cheery wide-awake looking little casuals to 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!



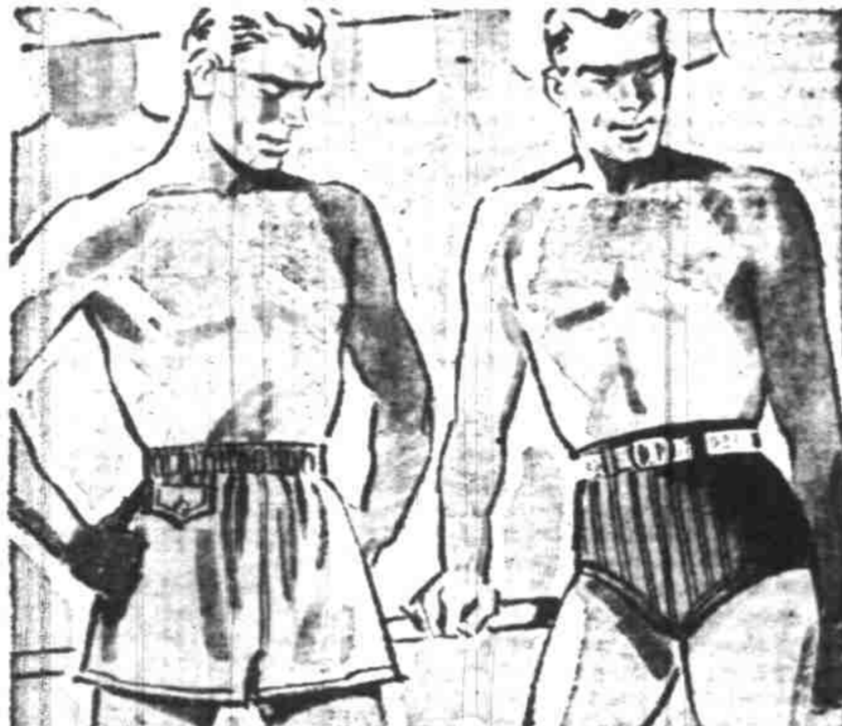
IT'S A PLAYSUIT! AND 3.89
IT LOOKS LIKE A DRESS!

See, it's shorts and shirt with a smooth fitting skirt over them! The slim shorts and smart shirt are ideal for sports, and then you just put on the skirt and go right into town—or to dinner! Where to find it? At Wards, of course! We've cotton plaids, prints, stripes—in flattering styles! Don't miss them! You'll find them in Wards complete Sportswear Department! 12-18.



HUSKY KNIT SHIRTS ARE 1.09
IDEAL FOR ACTIVE BOYS

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.



HANDSOME SWIM TRUNKS, 3.95
BOXER OR KNIT STYLES

Hot weather's here already—holidays are just ahead, better get ready for both NOW with a swell new pair of swim trunks! Here at Wards we're ready for you with the finest selection you've seen—roomy boxer styles with all-around elastic waists in fine Sanforized poplins and gabardines, snug fitting all wool worsted trunks in attractive fancy knits. All have built-in supporters.



MEN, GENUINE PANAMAS 7.50
ARE COOL, AIRY, SMART

They've held the rank of top flight favorite for years—because they combine coolness with smart appearance! Every one is hand woven under water for extra flexibility and lightweight comfort! They come to you pre-blocked in the style approved pinch front design. Wide choice of colorful bands, plain or patterned, to suit your individual wardrobe. Invest in summer comfort NOW!



MEN'S TIES IN BRIGHT 3.19
SUMMER COLORS, STYLES

Now's the time to give your wardrobe a lift with ties that reflect the brilliance and warmth of summer! At Wards you'll find the swellest selections yet—big all-over patterns in floral and geometric designs, eye-catching colors, smooth, gleaming fabrics! You'll find they're wider and longer too, and every one is bias cut—resiliently lined to knot and drape perfectly!



COOL, CRISP PLAYSUITS 1.45 and 2.59
FOR TOTS

Make this a playsuit summer for your youngest. Abbreviated little suits with bib-tops, crossed straps are so much easier to launder than dresses. Some are crinkly cotton crepe that requires no ironing at all! Others are crisply tailored cotton twill. Piquant ruffles, embroidery trim, appliques and rickrack have been cleverly used. Assorted colors. 1-3, 3-6X. At Ward-low prices.



BOYS' WASHABLE 2.98
COTTON SLACKSUIT

Here's a slacksuit that will go over big with your 4-10 year old! He'll wear it for dress-up . . . or for baseball with the "gang" . . . yet with each washing it'll come up looking like new! The shirt, an attractive plaid . . . the pants, a sturdy cotton twill that is made for hard wear! Buy several for summer wear. They come in yellow plaid with tan, blue plaid with blue.



PRETTY AS A PICTURE 3.65
TWO-PIECE PLAYSUITS

Spectacular as a skyrocket are Wards two-piece cotton playsuits for the sub-teen crowd. There's a hint of south-of-the border in the ruffles on cap sleeves, around the low neckline. Sun-back and buttoned-back styles. Shorts have front pleats for added flare, a back pocket to hold spare hankies. Bright flowers flourish on rose, powder blue, aqua and red. 7 to 14.



GIRLS' 2-PC. SUITS 3.59
FOR THE FOURTH

Halter-bras and saucy, flared skirts team up for a swimming good Fourth! Style at right comes in vivid solid colors in rayon and cotton fabric. Style at left has lustrous stickcandy stripes on sleek rayon and cotton. Both swimsuits have snug-fitting cotton jersey trunks stitched to waistband of skirt. Designed for star swimmers and beach loafers. 12 to 17.

USE YOUR CREDIT . . .

A monthly payment account may be opened with any purchase (or group of purchases) totaling \$10 or more.

Montgomery Ward

MANY OTHER VALUES . . .

Shop in our catalog department for speedy service on many lines of merchandise not in our store stocks.