

BRING THE FAMILY SHOP WARDS UNTIL 9 TONIGHT



HER EASTER "DRESS-UP"

BIG SISTER'S IN RUSTLY RAYON, EYELET-RUFFLED

2⁹⁸

A "love" of a dress with sweetheart neckline and a full 3-tiered skirt. Just one of Wards radiant rayons for Easter... lovely fabrics in glowing springtime shades for the young girls. Exceptional buys! Sizes 7-14.

PRETTY PASTELS... CRISP RAYONS FOR 3 TO 6X'ERS

1⁹⁸

Adorable for Easter and all through Spring! See this one with its sheer eyelet embroidered yoke, contrast piping. Many more with dainty frills: lace, ruffle, bow trims.

• See our 1-3 Easter Cottons.....1.98



COTTON FRILLS FOR SPRING!

1⁷⁹

For the growing girl... easy-to-do-up cotton blouses with the dainty touches she adores! Flattering details include: laces, eyelets, tucks, bibs, bows, ruffles, embroidery. Sizes from 7 to 14.

• 3 To 6X Cotton Blouses.....1.59



Pert anklet in patent.

Glistening patent pump.

Brown moc-toe oxford.

COMPARE THEM FIRST... THEN BUY RED BANDS!

3⁹⁸

They're Wards better quality shoes for children... priced at a money-saving low! You can depend on them to give long, hard service... every pair is made with selected leather uppers, solid leather counters and three-sole Goodyear Flex-Sewn construction. TODAY...see our wide variety of Easter styles! 8½-12.

• In misses' sizes, 12½-3.....4.50

Montgomery Ward

Easter Parade of Ward Values

SAVINGS FOR EASTER... ...AND LONG AFTER!



PURE WORSTED SUITS FAVORITES FOR SPRING

Lovely Easter Shades In Misses' Sizes

\$35

Looking for a suit that combines quality and smartness with downright thrift? Then see these rich worsted gabardine and sharkskin beauties, lined with rayon crepe, finished with hand-made details, tailored to perfection. We're proud of everything about these long-wearing, fine fitting suits, and you will be too—so choose yours today at Wards!



ACETATE RAYON-NYLON IN BLOUSES THAT PERK UP YOUR SPRING WARDROBE

2⁹⁸

These are the styles that are proven best-sellers, blouses that have clicked with smart women everywhere. Now they're yours in time for Easter—see how they add sparkle to Spring suits, see how beautifully they're styled and detailed. Best of all, they're acetate rayon-and-nylon, the magic fabric that washes in minutes, dries in a flash and needs no ironing. Come to Wards, choose your blouses—at this low price, you'll want several. Whites, pastels. Sizes from 32 to 38.

DAINTY MULTIFILAMENT RAYON CREPE SLIPS

Sizes 32 to 44

2⁹⁸

Lace-lavished and lovely—to add a bit of underneath charm to your Easter outfit. Beautifully cut, and so low priced! Pink, white and blue.

RUNPROOF RAYON PANTIES... LACED-TRIMMED

\$1

Pretty as they're practical, 2-bar tricot rayon with snug elastic waist. Pastels. Small, med., large.



CAROL BRENT NYLONS

Reg. 1.15 A Pair Now **3 PAIR FOR 3²⁰**

So fashion-right... in sheer beauty and color! They're full-fashioned... have slender, flattering seams. Buy them in boxes of three and save! 15 denier, 51 gauge; sizes 8½ to 10½.

EXTRA SHEER "BEAU ALLURE"

Reg. 1.39 A Pair NOW **3 PAIR FOR 3.95**

Lovely, filmy nylons for special occasions! In Spring's newest shades. 15 denier, 54 gauge; sizes 8½ to 10½.

