

YOU'LL SPEND LESS IF YOU GO TO WARDS FOR YOUR EXCITING

New Easter outfit

Gay Accessories



EASTER HATS
2⁹⁸

Smart hats! Lovely hats! Hats to glorify you on Easter morning! Dressy straws with gay flowers and veils—felt casuals for your suits—lots of tiny calots and pillboxes. And all at a wonderful saving!

Exceptional VALUES AT ONLY 7.98

Tweeds! Plaids! Monotones! Coats to please youngsters, priced to please Mother! Some all wool blends, others wool and rayon in all the gayest spring colors. Wonderful values all! Sizes 7-14.



OTHER COATS FOR EASTER 9.98

JUMPERS ARE BIG EASTER NEWS! 3.98

In the spotlight again! That American classic, the Jumper! Wards new spring rayon version in soft pastel shades, has tricky buttons down the back. Wear a Carol Brent shirt with yours! 12-18.



BETTER BAGS AT A LOW PRICE 1.69

Bigger! Better in every way! Handsome simulated leathers; shining patents, silky calfs, sporty grains! Corded rayons and smart cotton fabrics too! Turf tan! Red! Navy! Black!



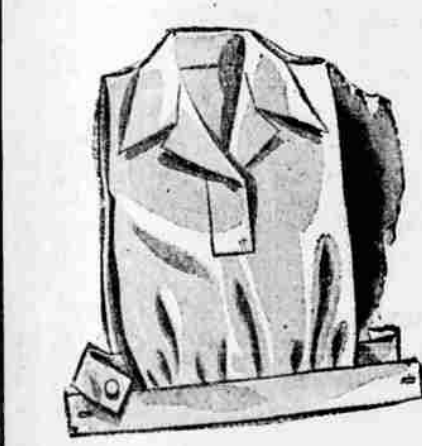
SPRINGTIME SUIT BLOUSES 1.98

Appealing rayon sheers with laces, ruffles! Heavier rayon shirts! Long or short sleeves. White, pastels. 32-40. Other Rayon Blouses at . 1.49



DICKEYS 79c

Paper-crisp rayon sharkskin in white, pink, blue, maize, red, Kelly green. Firm, smooth stub rayon in white pink, maize or blue. Hand washable. Save!



EASTER GLOVES FOR ONLY 98c

Wonderful group in a velvety cotton that looks like suede! Classic, stitched or corded allpans that wash well! Leather appliques! Marvelous cut and fit. White, black, colors. 6 to 8 1/2.

EASTER DRESSES 4⁹⁸

Come choose a dress from our huge stocks . . . reduced for four days only! Big news, of course, is Navy! Rayon crepe navies with trick touches of frosty-white! Or, lovely dreamy pastels with very new dyed-to-match lace trims! And scads of prints! Many are suit dress style . . . In sizes 12-20, 38-44, 9-15.



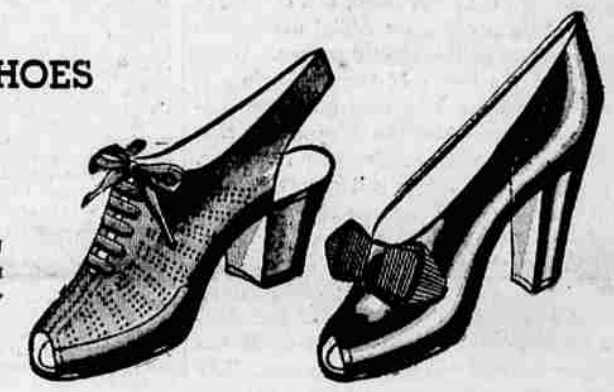
EASTER DRESS COATS 10⁹⁸

The final touch to your Easter costume! And of course, you're going to have to have one . . . not only because they're beautiful, but they're such glorious bargains! Magnificently tailored wool-and-rayon twill dress coats in black and navy . . . Where, but at Wards would you expect to find them on SALE—right before Easter. 12-20, 38-44.

Stunning dressy coats for Easter . . . 14.98

WOMEN'S NEW STYLE SHOES 2⁹⁸

Smartest, neatest daytime casuals you've ever seen! And they're priced low, to fit in your Spring shopping budget. New sling back casual, a tan spectator pump. They'll go fast so hurry in for yours!



LITTLE GIRLS' SHOES 1.98
A Variety of Styles

Spring is the time the kids love to get new shoes and there's a large assortment low priced at Wards! Visit Wards today and see them. Save!



LITTLE BOYS' SHOES 2.29
For Dress or Play

Let Wards fit that small boy of yours to a pair of shoes that will give him comfort and long service. Choose from wing tip oxford or moccasin. Sizes 10-3.



1.98 SPUN RAYONS-TUBFAST COTTONS

See what lovely styles we have at this sweeping reduction! Crisp spun rayons in flower colors—with appliques, the well-turned collars, the beautifully hung skirts that make them look so much more expensive! All in the newest, gayest styles—they're values that you can't miss!

1⁶⁶
Sizes 1 to 14

1.29 FRUIT of The LOOM BLOUSES	BEAU DURA JR. UNDIES 29c	RAYON TAFFETA SLIPS 44c	79c RAYON SATIN SLIPS 67c
Sizes 10 to 16. Girls love these blouses for their expert tailoring, for the fine quality of their famous rayon crepe. Spring styles. White, colors. Hand washable.	Sale! Sizes 4 to 14. Panties and band-leg bloomers knit of famous Spun-Lo rayon, and guaranteed for six months' wear! Full cut. Run-resistant. Tearose.	Sizes 2 to 14. Good quality rayon taffeta that keeps its luster after laundering. Tailored, embroidered or lace-trimmed. Rip-proof seams. Tearose.	Sizes 2 to 14. Big 4-day savings on better quality rayon satin slips! Tailored, lace-edged or embroidered. Rip-proof seams. Tearose, white.

USE YOUR CREDIT
Any purchases totaling \$10 or more will open a monthly payment account

BUY WAR STAMPS! ON SALE AT
Montgomery Ward

SEE THE CATALOGS
In our Catalog department for thousands of values not in Store Stocks