

NEW SPRING HITS



So Pretty and Feminine

NEW SHEER BLOUSES

2⁷⁰

Get you need new blouses for Spring! Blouses for daytime! Blouses for date-time! Come to Wards now for yours at pin-money prices! Fine sheer rayons in angelic white! Crepes, too! 32-38.

Don't Miss Wards

COTTON QUEENS

4⁹⁸

No ordinary cottons... these! Just look at the new shoulder treatments, the nice details, luscious prints and sparkling colors! We've gingham, seersucker, chambray, even pique... and every size 9 to 15, 12 to 20 and 38 to 44.

Others, \$1.98 to \$4.98



COATS and SUITS

Spring, to a woman, means one thing! A new outfit! Come see the handsome suits... the smart coats at Wards! It's the biggest, brightest selection in town!

19⁹⁸

each

Pick a coat... topper, chesterfield or fitted style! Or pick a suit... with new dolman sleeves, dropped armholes, cinched-in waists! All pure creamy wool... all at this one low price! In the most exciting collection of colors we've ever seen! Light blue, coral, green, aqua, American beauty. You'll want one of each... at Wards low \$19.98. Sizes 10 to 20.



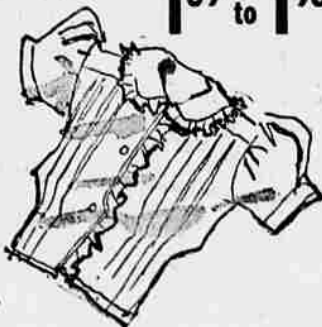
Spring Sale



GIRL'S DRESSY BLOUSES

Tailored and frilly styles, crisp cottons and rayons. She'll wear and wear them, you'll tub and scrub them but they'll look fresh and new for a good long time. Short sleeved styles, 7-14.

1⁶⁹ to 1⁹⁸



WASHABLE COTTON DRESSES with a rayon-like finish

One 7 to 14'er told another, who told another, and suddenly every little girl in town was talking about... WARD'S new washable dresses of course! Figure-fitting or full. Sizes 3-6x, 7-14.

1⁹⁸

ALL WOOL SLIPOVERS

The demand for them 7 to 14 never ceases! But then, how could it for classics so good looking and low priced! Pastels, vivids.

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DARLING SKIRTS

Tailored, pleated mod-7 to 14 els, in flannel, Shetland types, and colorful rayons! She'll find the very skirt she wants in a pastel or bright color!

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Girls Like to Dress Up Too! You'll Find Just the Outfit for Her... at Wards!

GIRLS COATS

Boy coats, chesterfields, fitted styles in pure wools! Blue, green, gold, aqua, cherry red. 7-14.

9⁹⁸

Many other lovely coats for girls at \$10.98



Soft pure wool in prettiest Spring colors!

YOUNG NEW BOLERO SUITS

9⁹⁸

Gay little suits to enliven a winter-weary wardrobe! Styled right... broad shoulders, skirts that make light of waistlines! Color bright... pretty pastels, bright Spring shades! Choose yours at Wards now!

If you don't find what you want in our store stocks, or have an unusual size problem... see Wards big Catalog for greater selection!



Montgomery Ward

1059 WILLAMETTE

PHONE 4200

BUY NOW AND SAVE!
USE WARDS CONVENIENT
MONTHLY PAYMENT PLAN