

Downtown SALEM MERCHANTS Association

155 N. Liberty

Montgomery Ward

Phone 3-3191

Downtown SALEM MERCHANTS Association

EASTER PARADE OF VALUES

Top Quality At Wards Low Prices Top Fashions For Spring

LOOK FOR OUR CIRCULAR

SALE STARTS TOMORROW



SEPARATES FOR EASTER
Blouses 2.98 Skirts 4.98

(A) Smart Nylon Blouses in batistes, tricot, dimities and ribbon puckered nylons. Sizes 32 to 38.
(B) Washable Skirts in glazed chambrays, spun rayons, embossed cottons. Crisp styles, fine details.



EASTER-PRETTY ENSEMBLES
Juniors' Misses 9.98 Women's sizes

For just 9.98—Dresses topped with pert matching or contrasting jackets. Some with sheer redingotes. Rayon crepes, failles, butcher rayons, even acetate paper taffetas. Navy, black. Pretty all-over prints.



CAROL BRENT FRAME HEELS
Regular 1.39 3 pairs \$4 8 1/2 to 11

Buy by the box. 15 denier, 60 gauge with dark frame heels and seams that give a leg-slimming effect. Dainty stitching outlines original heel. All first quality, full fashioned. This season's newest shades.



NO-IRON CRINKLE CREPE
Assorted styles 2.98 Sizes 34 to 40

Bright new novelty styles in cotton crinkle crepe. Washes, dries quickly—never needs an iron. Full-cut to Wards own specifications for easy sleeping comfort. Variety of styles in washfast colors.



HANDMADE BATISTE DRESSES
Made in Philippines 1.98 ea. All hand-sewn

French seams and careful hand-work on fine quality batiste in snowy white or pale pastels. All hand-done in the Philippines, including appealing touches of hand embroidery, scalloping. 6, 12 months.



PLASTIC-LINED CREEPERS
Soft knit cotton 1.39 Contrasting tops

Convenient gripper fasteners at shoulder and at crotch for quick changes. Pants section is waterproofed by a new non-irritating plastic coating. Yellow or blue with white. Sizes for 6-12-18 months.



SAVINGS ON GIRLS' SUITS
(A) Reg. 5.98 4.88 (B) Reg. 7.98 6.88

(A) Little sister's rayon-acetate in tailored check-and-solids with matching bag. (Fed. tax incl.) 3-6X.
(B) Girls' Easter suit buys in pastel check rayon-acetates with Bag to match. (Fed. tax incl.) 7-14.



HANDSOME SPRING OUTFIT
Jacket 8.98 Slacks 4.79

(A) Bright, colorful houndstooth check Jacket of 50% wool, 50% rayon. Fully lined. Gray or brown.
(B) Gabardine Slacks of long-wearing nylon and rayon. Four shades. Saddle-stitched seams. 12-20.



ACETATE WITH NYLON SLIPS
Reg. 3.98 2.54 Sizes 32 to 44

Lavishly trimmed styles with filmy laces, nylon nets or embroideries. Full-cut styles that combine the beauty fiber acetate with long-wearing, quick-drying nylon. Now at Wards in frosty white.



NYLON EASTER BLOUSES
In White 2.98 Spring shades

Pretty, time-saving nylon Blouses in new styles, sheer or opaque fabrics. You'll find nylon batistes, 15-denier nylon tricot, nylon dimities, ribbon puckered nylons. Easy-to-wash, quick-drying. 32-38.



SPECIAL PURCHASE
38c pair

Elastic leg Briefs in run proof acetate tricot. Novelty trimmed or tailored. White, colors. Small, medium, large.



HOLLYWOOD ANKLETS
39c

Best Quality girls' class. Anklets. Long-wearing nylon, reinforced heel, toe. Elastic cuffs. Pastel, jewel tones. 6 to 11.



GALEY & LORD GINGHAM
Fine quality 89c Yd. 38 in. width

Famous "Yardstick" pattern is combed and exceptionally smooth for your finest cotton fashions. Beautiful plaids and checks in new frosty tones. Crease-resistant for a lasting fresh look. Sanforized.



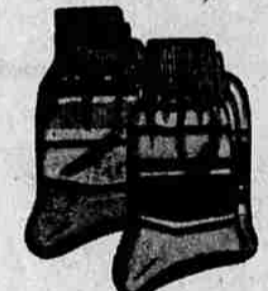
REG. 39c 80-SQ. PERCALE
3 yds. \$1

For style, quality and sturdy wear at a thrifty price, Wards Percales are your best buy. Easy to sew into style-wise dresses, children's wear, home accessories. Pay less for this guy, washfast cotton today.



POPULAR WITH BOYS
3.98

This 2-Eyelet Tie is a favorite everywhere for its easy fit and long wear. In smooth brown leather. Sizes 10 to 3.



JR. BOYS' BLAZERS
25c pr.

Mercerized cotton with nylon reinforced heel and toe for extra long wear. Assorted wash-fast stripes. 6 to 8 1/2.



BOYS' RAYON-NYLON BLEND
4.79

Fine, smooth, crease-resistant Gabardine of 85% rayon and 15% nylon. Notice the added smartness of saddle stitched side seams. Neatly tailored with 4 pockets, pleats and zipper fly. Spring shades of brown, blue, gray and green. Sizes 12 to 20. Jr. sizes 4-10 3.89



TAILORED CORDUROY
7.98

A handsome Sport Coat he'll wear often in and out of school. Smartly styled, 3-pocket model of supple, velvety-smooth pinwale corduroy. Shoutily tailored for long-lasting wear, full-cut for comfort. Lined with lustrous rayon and acetate. M a r o o n or green. Sizes 12 to 20. Jr. sizes 5.98



ALL-WOOL EASTER TOPPERS
Spring shades 16.98 Misses' sizes

Spring's newest styles—reflecting quality in every detail. Choose from all-wool suedes, checks, smoky fleeces or smoky suedes. Rayon taffeta lined, hand-finished button-holes. So important at every wardrobe.



REGULAR 16.98 SPRING SUIT
Misses' sizes 14.88 Junior sizes

Now in time for Easter, save on Spring Suits in the fashion-favored styles you want. They're rayon acetate gabardines, checks, sharkskins, stripes and flannels. Hand-finished button holes, rayon crepe linings.



3-6X SPRING-STYLE COATS
(A) Novelties 9.98 (B) All wools 10.98

(A) Crisp rayon-acetates in sharkskins, sheen gabardines, checks. All with matching Purse. (Fed. tax incl.) (B) Fitted, flared or doll-waist types in handsome all-wool checks, fancy patterns and solid-color covers.



COTTONS IN FINE ARRAY
Dress-up styles 5.98 Girls' 7-14

Polished prints or glossy solid colors in striking fashions for Easter wear. Delightfully different touches include whites, stripes and crisp sheer trims. Some have smart cinch-belts. In pastels or new rays.



FOR SUNDAY-BEST WEAR
Sizes 1-3 2.98 Size 3-6X 3.98

(A) Polished embossed cottons, woven stripes, combed chambrays with distinctive new trims. Spring colors. (B) Young styles in high-sheen, fine combed cotton madras. Pastel cotton in solids, stripes, prints



FOR YOUR CHILD'S EASTER
2.98 and 3.98

Wards have an outstanding selection of fine Shoes for children. Carefully made by skilled craftsmen, they fit little feet properly, and give long, satisfactory wear. A variety of spring colors. Sizes 8 1/2 to 3.



TWO-TONE CASUAL SUIT
Brown, blue, green 4.98 Sizes 3-8

For Easter and long after. A well-tailored outfit of long-wearing, crease-resistant rayon-and-acetate gabardine. Boxer back longies with zipper fly. Fully lined coat with front of contrasting slub-weave.



IMPORTANT SPRING TWOSOME
Dress Shirt 1.98 Slacks 3.98

(A) Cotton broadcloth Shirt with wide spread collar, removable stays. Sanforized. White. Sizes 6-18.
(B) Gabardine Slacks of crease-resistant rayon-acetate. Brown, blue, gray. 12-20. Sizes 4-10 2.98.