

MONTGOMERY WARD

Remember Mother's Day

It's May 9 - and Wards have everything she wants at Low Prices!

Empire Lines Ride High and Handsome! Here They Are in

WHITE SANDALS

Cool, cool footwear in Shiny Patent and Kid

1.98

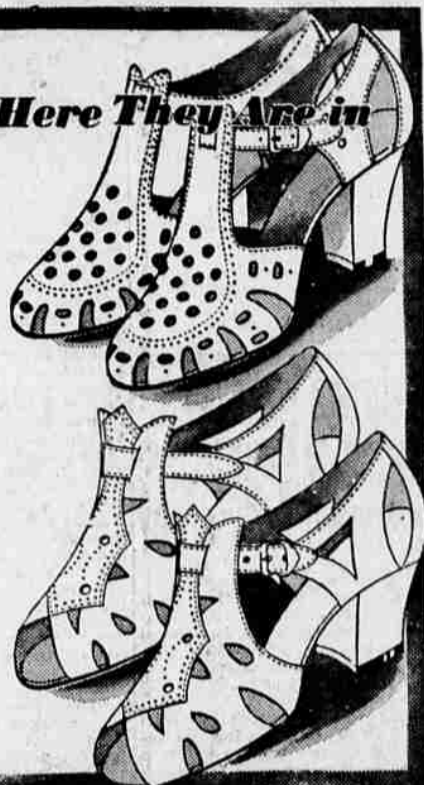
Another Montgomery Ward triumph! Paris says: "SANDALS are important! Look for them in WHITE PATENT AND KID." You'll see them in expensive styles, in the most exclusive shops. And yet Wards have them at the *incredibly* low price of 1.98! New Empire models! Sizes 4-8; A-C.

FOOTHEALTHS...

\$5 Features at Wards Famous Price

New styles, with Wards special sponge rubber "Cushion-Tred" insole and heel. Black, white kid. 4-9; AA-EEE.

3.75



Greater Savings Than Ever!

WARDS NATION-WIDE

Sale of Lingerie



FRENCH CREPE SLIPS

With a shadow-proof panel

Regularly 1.98

1.29

One of our best values at its regular price. Sensational now! Sleek French Crepe in popular bias cut style with sun-proof panel for your sheer frocks! Rip-proof seams for longer wear! With lace, or tailored, 34-44.

Silk Satin Slips \$1.29

\$1 Sheer Batiste Gowns or Pajamas
Dainty floral prints in bias cut, 2 piece pajamas. 15-16-17. **88¢**

25c Scanty Panties. Sale Priced!
Rib knit rayon brief that fits without a wrinkle. Save 8c a pair. **19¢**

49c Rayon Undies
Double back panel for extra wear! Cut full, roomy. Fits hips 45-56. **39¢**

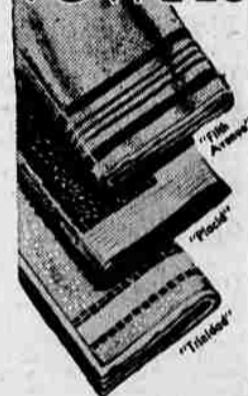
Women's Panties, Briefs of Rayon
Get a supply of these cool, easy-to-laundries undies! Women's sizes. **29¢**

Beautiful Silk* Crepe Slips
Tailored or lacy styles. Rip-proof seams. Bias cut. Sizes from 34 to 44. ***1**



Nationally Advertised

CANNON TOWELS



39¢

Cannon's three smartest border towels at last year's low price. Bath size, 22x44 in. Fluffy, absorbent loops.

Cannon Wash Cloths 10¢

Buttons and Stitching Trim Spring Coats

"Toppers"

5

At Ward for only

Swaggers - strollers - fitted coats in novelty wools and new weaves that contrast so smartly with pastel crepe and cotton frocks! Exceptionally well made. White and pastel shades. Sizes 14 to 20.



Mother's Day May 9th

Whether she's 28 or 78, Mother will welcome

HOSIERY 65¢

No matter what her age, she'll like sheer, cobwebby ringless chiffons to flatter her legs. More practical mothers will like the heavier service weight. All are Ward priced with an eye on slim budgets. New colors.

Correct leg length for each foot size

Crystal clear, ringless "crepe" chiffons in all the popular shades. Ringless, service, if you prefer. **85¢**

Give her these Luxury Hosiery

Our very finest "crepe" ringless chiffons. All silk from top to toe. A lovely gift at a Ward thrift price. **1.00**

If she is a "Stylish Stout"

Give her pure silk service weight undies. They're comfortable and fit so well. **85¢**

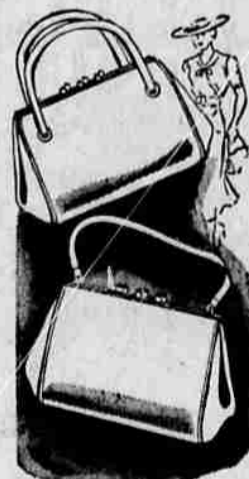
Mothers like Brims



Wards Newest in Straws • Felts • Fabrics

Priced only **1.98**

Flattering to mature faces—these eye-shadowing brims. Dignified, too, with feather and flower trims. Colors to accent new costumes—black, navy and pastels. Sizes 22-24.



Give Mother one of the Newer

WHITE BAGS

For Only **1.98**

She'll like one of these bags to carry with her light Summer clothes. Other roomy pouches or under-arm styles in new genuine leather.

MOTHERS WILL LOOK YOUNGER IN

Floral Prints
Smart Dots
Jacket Styles

3.98

Thank Wards for bringing you different looking women's dresses! Young jackets, vivid prints and dots even daughter will envy! Gay with flowers and organdie accents. Sheers and crepes for all summer. 38 to 52. All-Over Lace Dresses. 14-20. \$3.98



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