

**BARGAINS ON PARADE!** Join the march for greater savings! Montgomery Wards the leader!

**HURRY! HURRY! HURRY!** Don't miss any of this parade of money saving values! Buy Now!

# MONTGOMERY WARDS JUNE PARADE OF VALUES

**Wards 1.98**

## SWIM TOGS

Suits Sale priced for extra vacation savings

**1.78**

Jersey lined, bra top, all wool suits. With or without skirts. Monotone wave weave. Convenient adjustable straps. 32-44.

Uplift all wool suits. **2.98**

Heavy Twill Slacks. 14-20. **.98c**

Sport shirts of broad cloth. White and colors. 34-44. **.98c**



**END OF SALE SPECIAL**

69c **RINGLESS**

Chiffon . . . . .  
Service . . . . .  
"Knee Free" . . . . .

**63c**

Join the march to Wards and share in the savings! Beautiful hose whose sheer appearance belies their long-wearing qualities! Pure, dull silk; reinforced at heels and toes for wear.

15c Anklets

**2 PRS. 25c**

Gay patterns or colorful stripes. Tapered cuffs knit with Lastex. Mercerized.



**A Summer Treat in Laces, Crepes**

## FROSTED PASTELS

Only **3.49**

New summer frocks. Cool to look at and cooler to wear! Dressy laces with crisp slashes. Crepes with flattering swing skirts. Sizes from 12 to 44.



**BUY NOW! Save in Wards Sale of "PLAYTIME FAVORITES"**

Usually 1.59! You'll want not only one, but two or three pairs at this extra low sale price! You'll wear them for all summer gaieties, with your smartest frocks! Their styles are daring, their leathers expensive looking! White patent or elk in a variety of cool styles. Sizes 4-8.

**1.88**

**Special! New Sandals**

**WHITE or BRIGHT!**

**97c**

REALLY COOL SHOES! White, multi-colored, or bright print. White! Sizes 3 1/2-8.

**END OF SALE SPECIAL**

**Savings on "SKIPS"**

Special bumper toe guards for extra protection! Corrugated rubber soles for extra wear! White, brown, and black. Men's, boys' sizes

**59c**



**SALE! 1.59 Summer Hats for Vacationers**

**1.19**

Flattering brimmed styles for every summer hour! Fabrics, straws, felts. White or pastels.



**59c SLIPS with a sun-proof panel!**

**49c**

A leader in our Value Parade! Rayon taffeta in 4-gore tailored style or bias cut, lace trimmed. 34-44.



**Save 21c**

Summer Sheers! Sport Cottons!

Regularly **1.77**

Irresistible at this saving! Petit point voile & crisp pique and novelties. Pretty summery floral designs; colorful contrasts. 14 to 52.



**Sale!**

Wards "101's" America's Finest **Waistband Overalls**

**92c**

Regularly 1.00! Sturdily built—12 copper rivets; extra heavy denim. Sanforized shrink (won't shrink) Men's. Full sizes.

Boys' "101's", reg. 79c—89c

Pioneer Overalls Sanforized 8 oz. denim! Bib. **1.10**

Boys' Pioneers . . . . .79c

Sale! Cover Pants

Reg. 1.29 Sanforized! **1.19**



Save in This Sale! Sanforized Shrink **Wash Pants**

**1.78**

Regularly 1.98

Unusual suitings! New plaids, stripes, checks; sturdy and smart. Unusual tailoring! Plain or pleated models, cut full, made well. Won't shrink!

Boys' Wash **LONGIES**

Sanforized Shrink **1.59**

Cool, long-wearing—good-looking and easy to launder! Full cut; strain points bar-tacked. Three pockets. Sizes from 8 to 18.



**END OF SALE SPECIAL**

**Nationally Known! First Rank Value!**

**29c "Aristo" Batiste**

**23c yd.**

Aristocrat of sheers! Perfect answer for cool, flattering hot weather dresses. Crisp, fine quality with linen-like finish—ideal for summery pastel and white-ground floral prints! Easy to tub. Tubfast. 36 inches wide.

**39c Hollywood Sheers**

Hollywood Voile and chintz, Irish Cord dimity, Twombly sheer. 36" **23c yd.** and 39" **14c yd.**

**19c PRINTED SHEERS**

Lawn, dimity, voile. White, pastels. 36". **14c yd.**



**SALE! Fully Preshrunk SHIRTS**

Reg. 57 **94c**

Special! New Summer colors, shades. Soft, wrinkleproof, Button-down collars. Men's Fine Summer Ties. **.49c**



**SALE! Our Regular 25c SHIRTS or SHORTS**

**22c**

Buy five garments for \$1! Stock up for summer! Fast color shorts: new patterns.



**SALE! Patterns For All Summer SOCKS**

Through Saturday **17c**

New plaids, checks, stripes. Mercerized heels and toes for added wear. Light or dark mixtures. Also whites.



**The Perfect Service**

Wards Catalog Order Dept.

Is there something you can't find in our Store? It's in the catalog . . . place an order at the desk! You can see the article before you buy. Place mail orders here, too. It's cheaper . . . you save on shipping costs. It's faster . . . a trained clerk writes your order. We take orders by phone, too.

**Back to 79c After SALE!**

**LASTEX GIRDLES**

**69c**

Two-way stretch, that rolls on in a jiffy. Seamless; shaped waistline. Easy to launder, too! Regular sizes. Wide or narrow bandeaux. **25c**



# MONTGOMERY WARDS

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