



PERT

PLAID

and TERRIFIC

A PRIZE-BUY FOR MISSES

1.19

- Woven Sanforized* cotton gingham
 - Colorfast assorted plaids
 - Made in men's shirt factory
 - Yoke back for comfortable fit
 - Packed in cellophane bags
 - Sizes 32 to 38—21½ to 22-inch lengths.
- *Won't shrink more than 1%.



Custom toe style in brown or black.

Brown Plateau for sport or dress!

Brown half brogue with medallion tip.

MEN! GRENADIERS COST LESS

6.98

Compare them today!

Make no mistake about it... these handsome shoes are good quality, through and through! That means their leathers are rich and smooth... they give long, comfortable wear... Goodyear welt construction means they retain their shape longer. Compare them, feature for feature, price for price... then buy Grenadiers and save! 6-12.



CHOOSE FROM CRISP WHITES; PASTELS AND NEWEST STRIPES! ALL WITH NON-WILT TACOMA "COLLAR-AD" COLLARS

GIGANTIC ASSORTMENT! MEN'S SHIRTS

You'd never expect a choice like this under \$3. New Spring Bents—fresh Sanforized broadcloths—mercerized for extra sheen and strength—tailored for easy fit, long wear. See the whole handsome assortment today!

2.49

NEW SPRING TIES! LUXURY RAYONS

Choose from this big Easter assortment—bursting with newest patterns, newest Spring colors. Every one full size—every one with an all-wool liner to keep it fresh and wrinkle-free longer. See them all today!

1.00

Montgomery Ward

117 South Central
Telephone 2-6241

Easter Parade of Ward Values

SAVINGS FOR EASTER... AND LONG AFTER!



LACY MULTIFILAMENT RAYON CREPE SLIPS

2.98

So dainty and feminine—to add a bit of underneath charm to your Easter outfit. Beautifully cut, delicately trimmed... and so low priced! Black, colors. Sizes 32-44.

RUNPROOF RAYON PANTIES

Lace-trimmed beauties in 2-bar tricot rayon. Pastels. Small, medium and large.

\$1

ACETATE RAYON-NYLON BLOUSES TO PERK UP YOUR SPRING SUITS

2.98

Here are styles that are proven best-sellers—now they're yours in time for Easter. In acetate rayon-and-nylon, they wash and dry in a flash, need no ironing. Choose your blouses at Wards today, at this low price you'll want several. White, pastels. 32-38.



COTTON FRILLS FOR SPRINGTIME

1.98

Easy-to-do-up cotton with all the fancy touches she adores: laces, eyelets, tucks, bibs, bows! Sizes from 7 to 14.
• 3-6X Cottons..... 1.59



COLORFUL RAYONS FOR BIG AND LITTLE SISTERS AT EASTER

FOR "GROWN-UP" GIRLS

2.98

A becoming rayon frock with sweetheart neckline, full 3-tiered skirt. Many more radiant-tone styles! Sizes 3-6X.

3-6X DRESSY RAYONS

1.98

See this one with its sheer eyelet-embroidered yoke, contrast piping. Lots of frills in this pastel group!
• See our 1-3 Easter Dresses . 1.98



WARDS OWN CAROL BRENT NYLONS

3 PAIR FOR 3.25

Reg. 1.15 a pair

So fashion-right... in sheer beauty and color! They're full-fashioned... have slender, flattering seams. Buy three pairs and SAVE! 15 denier, 51 gauge; sizes 8½ to 10½.

COMPARE... THEN BUY RED BANDS AND SAVE

3.98

Wards better quality shoes for children... priced at a money-saving low! See our wide variety of Easter styles... all made with supple leather uppers, solid leather counters and three-sole Flex-Sewn construction. Sizes from 8½ to 12.
• Larger sizes for misses, 12½ to 3..... 4.50

