



LOOK ALIKE COATS—Big and little sister greet spring fashionably in look-alike coats, styled in British woolen herringbone weave. The coats have a straight front with large low pockets opening from the side, wide hip belt with gentle shirred fullness at the back. Designed by Helen Lee.

Fresh Flowers Blend With Print of Dress

It could be raining violets, the way posies are popping up on all the prettiest spring fashions, as top designers pick fresh flowers for accents on everything from a tulle dress to bright chiffons.

There are some tips to remember when choosing colorful floral trims to wear or to give. According to the members of Florists' Telegraph Delivery, flowers should always be worn as they grow, with stems down.

Florists say that the colors of blooms should be coordinated with clothing, just like any fine fashion accessory. Yellow is popular this spring, and posy trims can be echoes of lemon to almost off-white tones. Good for this are carnations, roses or gladioli (that's the florists' glamorous treatment of the gladiolus).

To accompany creamy pinks there are orange flowers for the daring, or deep burgundy reds for a more conservative choice. Gray gets a lift with blue blossoms combined with white-cornflowers and daisies, for example.

When wiring a long-distance gift of flowers to wear, leave the flower selection up to the florist. He'll choose something neutral in mums, carnations or orchids which will go with virtually any outfit it might



Classic Clothes For Men Seen in Spring Offering

Men's fashions are returning to the classics this spring—from the ground up. Pacing this development are shoes with traditionally masculine styling, definite textures and light but rugged leathers.

The executive puts his best foot forward this season in leather brogues, reports Shoe Fashion Service of Leather Industries of America. Traditional appearance, the modern brogue is a far cry from the "two-pound" shoe of yesteryear. Thanks to new leather-making processes, the new brogues look beefy but are as light as a feather as a continental-styled oxford.

The brogue fashion has given impetus to a new interest in leather grains. The smooth look is still a popular one, but big, rugged leather grains are being seen on city streets and suburban courts. Pebbled grains, large patterns and deep lines make the fashion news.

Even the tapered American continental style shoes, which have become a men's shoe classic in the last decade, are showing signs of the good life. Though the moccasin silhouette is still the style leader in this field, more styles are seen with moc fronts and laces. Detailing, such as perforations, tend to run over more of the shoe and to be larger in size. The strap-and-buckle style tends to run to wider straps and is equally divided between strong grains and smooth leathers.

Teen's Favorite
While the "working men" in the family step into brogues, the teen student—ever an individualist—gets his fashion kicks from a high back and higher laces distinguish favored shoes for the high school man.

For his leisure hours, the smartly and comfortably dressed man will step out in handwoven slip-ons. The hand-stitched moccasin in soft, supple leathers set on lightweight leather soles has been a standby in the collegian's wardrobe.

Why "Good-Time" Charlie Suffers Uneasy Bladder

Unwise eating or drinking may be a source of mild, but annoying bladder irritations—making you feel restless, tense, and uncomfortable. And if restless nights, with nagging backache, headache or muscular aches and pains due to over-exertion, strain or emotional upset, are adding to your misery—don't wait—try Doan's Pills.

Doan's Pills act 3 ways for speedy relief. 1—They have a soothing effect on bladder irritations. 2—A fast pain-relieving action on nagging backache, headache, muscular aches and pains. 3—A wonderfully mild diuretic action thru the kidneys, tending to increase the output of the 15 miles of kidney tubes. So, get the same happy relief millions have enjoyed for over 60 years.

For convenience, ask for the large size. Get Doan's Pills today!

Doan's

NO MONEY DOWN ON CREDIT AT WARDS—JUST SAY 'CHARGE IT!'



REG. 2 YDS. 1.18
DENIM, GINGHAMS

2 yds. \$1

What a value! Fancy cotton gingham, denim. Crease resistant, need little or no ironing. 36-44" widths.



BOYS' DELUXE
DRESS SHIRTS

1.68

Reg. 1.98. 100% wash 'n wear combed cotton. Popular medium spread collar, 2-way cuffs. White only. 6-18.



MEN'S REG. 2.98
"IVY" SHIRTS

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Save a big 1/3 on Brent neat dark-tone cotton prints! Button-down collars; slim, tapered body; long tails.

WASH 'N WEAR



REG. 4.98 GIRLS'
2 PC. COTTON
SHIRTSWAISTS

\$4

Delightful fashion to win a young girl's heart... winning price to fit into the family budget! Wards shirtwaist coordinate has roll up sleeves, billowy skirt. Of famous Wamsutta combed cotton... wash 'n wear wonder. So pretty in lollipop pastels. Sizes 7 to 14.

FINE SHEER HEELS



FLATTERING
MICRO-MESH
SEAMLESS NYLONS

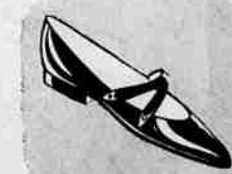
2 pr. \$1

The perfect stockings for spring's cut-out shoes, sling-back sandals or backless scuffs... Wards sheer-heel seamless at this amazingly low price! In your favorite no-shine shades, too. So shop at Wards, stock up and be ready for spring. Sizes 9 to 11.



WOMEN'S BRIEFS

Lacy trims, pretty shades in run proof, easy-care acetate. Snug elastic-leg style. 34 to 42... **33c**



REG. 4.99 SHOES

Savings for girls! Red or black patent, smooth white leather. Composition soles. Sizes 8 1/2 to 38. **3.99 pr.**



SAVE 1/3 ON
BLANKETS

\$2 2.99

Use as a sheet in winter, light blanket in summer! Washable cotton plaids 70x90", solid colors 80x100".



REGULAR 9.99
WORK OXFORDS

8"

7-11, 12 C. B. Leather uppers, crepe rubber soles, heels! 10.99-6" shoes... 9.99 12.99-8" boot... 11.99

SANFORIZED PLUS*

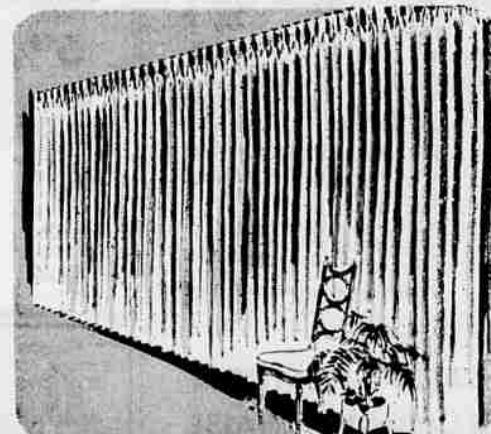


MEN'S REG. 8.18
GALEY & LORD
SHIRT 'N PANTS

6.99

Power-House work clothes of combed cotton are 50% stronger, longer wearing than carded twills. 2-ply double strand yams give luster that will never wash out for lasting good looks. Reg. 3.59 shirt **3.23** Reg. 4.59 pants **4.13** Reg. 98c cap... **84c**

*3-way tested wash 'n wear performance



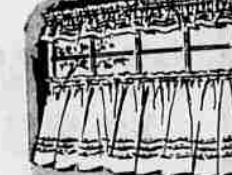
NO IRONING EVER!

REG. 6.98 FIBERGLAS® DRAPERIES

Washable draperies never need ironing, won't shrink, stretch or mildew. Full 3-fold buckram pleats, 6 fade-proof colors. 50 other sizes also sale-priced. *Owens-Corning

5.44

48" by 84" pair



2.98 "TRIXIE" TIER

Washable rayon challis curtains, 60x24", in white with checked ruffle trim. Valance... 1.78 **2.48**



DUST MOP 1/3 OFF

Reg. 3.29. Cotton and nylon, magnetic-action pad is 13x17", washable. Metal parts are chromed. **1.99**



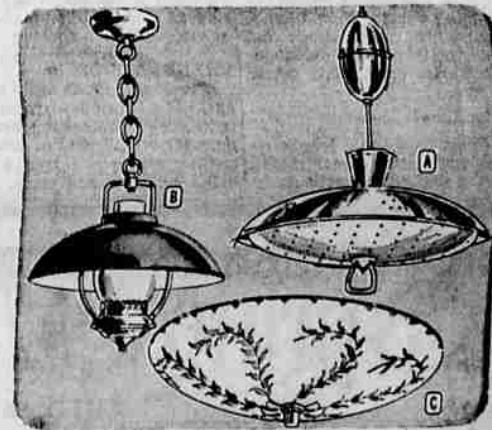
VINYL FLOORING

WARDS "GILTLINE", REG. 1.24 SQ. YD.

Modern floors with colorful mosaic, marble, wood grain or rug patterns! Long-wearing, stain resistant vinyl surface. Trims easily, lies flat without paste.

94c

9 and 12 ft. widths



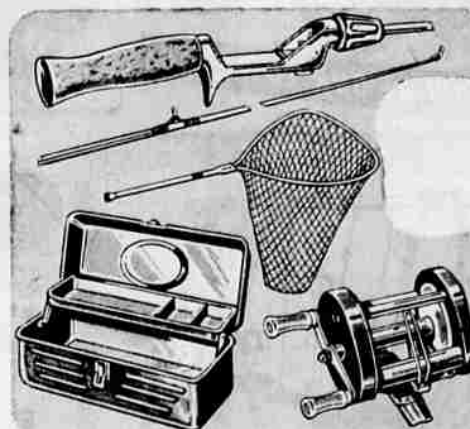
REDUCED 21-41%

YOUR CHOICE OF 3 FIXTURES

A. Regular 10.95 two-light pull-down ceiling fixture. B. Regular 11.95 brass or antique copper pendant. C. Regular 8.95 stylish, 17-in. ceiling fixture; 4 lights.

6.99

EACH

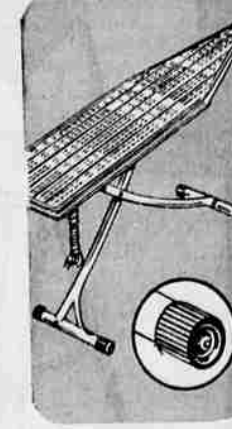


FISHING SPECIALS

YOUR CHOICE—ONE LOW PRICE

Take your pick of these super Ward values: one-tray tackle box, casting reel, casting rod or landing net. Each specially priced!

99c



9.95 TABLE WITH
EXTENSION CORD

6.99

54x15" top. Ironing table adjusts from 24-36". Ventilated top directs steam from lap. Curved legs, outlet, 6' cord.



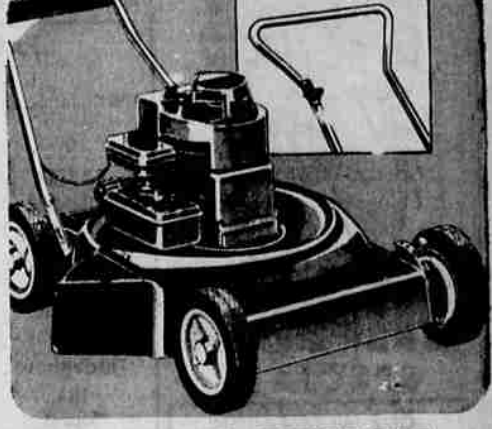
REDUCED 20%!

REGULAR 4.98 SUPER LATEX PAINT

Applies easily over wood, brick or primed metal. Odorless... dries in just 30 minutes; resists fading; 21 decorator colors. 98c roller & tray. 88c

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ALL-NEW DESIGN

GARDEN MARK 20" ROTARY MOWER

Extra-deep, Circle-Jet deck for a smoother cut! Features 2 1/2-HP engine, safety-chute side discharge, handlebar controls and Instant-Action wheel-height adjustment.

52.88

NO MONEY DOWN



7.95 Snack Tables

4 king-size metal trays are self-stacking. Brass-finished capped legs protect floor. Hostess delight.

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Reg. 4.49 Scale

Weights with precision even on uneven floors. Glossy enamel finish, magnified dial, stainproof mat.

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Gardening Shovel

Rugged 8 1/2" steel blade with 46 1/2" long handle. Ideal for home use. Sale priced, now.

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