WARDS BID FOR *a Smarter Thriftier Easter!*

IT'S a grand season, this spring of the year 1934 . . . a gay and exciting season! There's an irresistible urge in the air to do things . . . go places! An urge to blossom out in the new fashions! And why try to resist it? It's a stunning mode . . . a youthful one!

WARD'S fashion section is simply overflowing with the scores of new things for spring! There's an irresistible appeal to your sense of beauty . . . your sense of smartness . . . your sense of thrift! For Ward's fashions are correct fashions and so thriftily priced that you can complete your entire ensemble for less than you'd usually pay for the coat alone!

HELP YOURSELF TO A FRESH FASHION AT WARD'S.

See the new models on display at the

4th Annual

Style Review

Sponsored by Business and Professional Women's Club

PELICAN THEATRE

March 23rd. 7:30 P. M.

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Models for Wards will be:

"TOMMY" THOMPSON LUCILLE McANINCH
RUTH GREEN SYLVIA LEITZKE
MRS. TED BROWN

EASTER DRESSES	3.95, 5.55, 6.95, 8.95
EASTER COATS	9.95, 12.95, 14.95
EASTER HATS	69c, 1.00, 1.49, 1.95
EASTER SHOES	1.98, 2.49, 2.98
EASTER HOSIERY	59c, 79c, 1.00

MONTGOMERY WARD