

MONTGOMERY WARD

Easter comes

but once a year...

*Look your nicest in
fashions from Wards
... so low priced!*



**HATS TO MAKE YOU
PRETTIER! 2.98**

Gay little ones blooming with flowers and veils... bonnet brims for your pampadour!... stunning straw sail-ers! Come pick the one for your Easter costume!



**A SMART-LOOKING
HANDBAG 1.98**

Have a rayon faille or rayon corde for best! A wheat linen (cotton) for your washables! Some are printed, some are plain... all are values!



**WARDS OWN FAMOUS
SLEEK-FIT! 98¢**

Exclusive with us... and you'll wear it exclusively from now on! See how neatly it fits over thumb and fingers. White and colors in 6 to 8.



**YOU'LL WANT A SHEER
BLOUSE! 1.98**

This is only one of a charming variety in the sheerest of sheer rayons! Long or short sleeves. 32-40. Ask to see the others at... 1.49



*Glamorous
Easter Styles*

**SO GOOD LOOKING AND
SO LOW-PRICED 4.98**

And so right for you who want to look pretty and bright on Easter! Soft print rayon sheers, cool rayon romanes, crisp spun rayons in both one-piece and two-piece styles. Sizes 12 to 44.

**LOVELY DRESSES OF
SHEER RAYON 7.98**

In styles that put the accent on YOU! Variable rayon suit-dresses (note the one sketched)... sheer dressy rayon prints... soft flattering navy and pastel rayons. Come see them all! 12 to 44.



**AND YOUR NEW HOSE
IS SHEER! 79¢**

They're full-fashioned, too, in a high-twist 75 Denier rayon! Lovely to look at and closely knit for wear (45 gauge). Reinforced. 8 1/2 to 10 1/2.

**LACE-TRIMMING ON
YOUR SLIP! 1.29**

It's soft and gleaming rayon satin... cut to fit and flatter! And there's a mid-riff style, too, if you prefer. Tealose and white. 32 to 44.



**dressy ^{SPRING}
COATS AND SUITS WITH AN EASTER
LOOK AND A DURABLE QUALITY**

14.98

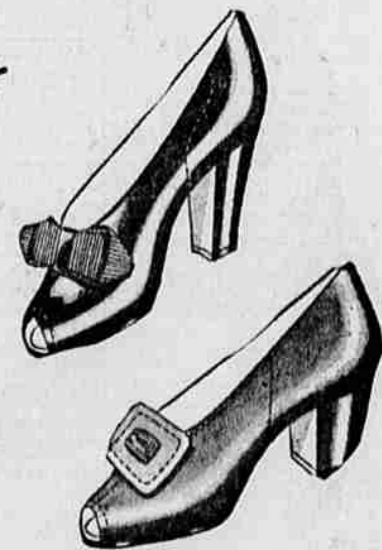
Whether you're building your wardrobe around a suit or a coat this Easter... you're looking for flattering, dressy styles of fabrics and workmanship that will last. Such as Wards dressmaker coats in pretty navy or black... in boxy or fitted styles. Miracles of tailoring in wool and rayon... sizes 12 to 44. And Wards suits! Tailored or dressmakers so lovely in navy or pastel colored wool and rayon... sizes 12 to 20. All amazingly low priced! Other suits and coats, even all wools, 16.98!



*To match your
Easter Outfit*

**LOVELY NEW SPRING
STYLES 2.98**

Just two out of our large assortment of styles for Easter. Foot flattering turf tan stepin with a walking heel or a shiny black patent pump with a high heel. Buy them today! Shoe ration coupon needed.



Montgomery Ward

NINTH STREET, Corner Pine

Telephone 3188