



WARDS
MONTGOMERY WARD

save 3¹⁰
costume coats
in crisp
black or white

**FROM THE FASHION CENTERS
OF CALIFORNIA...WARDS
REGULAR PRICE IS 12.98**



only
9⁸⁸

Get a head start on your Easter ensemble now... while the savings are so great on these top-everything coats. They're the smartest way we know to finish a costume... and so lightweight, you'll wear them right through summer. Both styles in black or white, misses sizes 6 to 16.

- (a) A costly slubbed fabric of rayon and silk; with new elbow-length sleeves.
- (b) Pert waffle-weave cotton with push-up sleeves, tab-fasten collar.

And it's so easy to buy one of these fabulous coats... just say "Charge It" at Wards. Pay in 30 days or extend payments.

10 days only!

**OUR OWN FAMOUS DAYTIME
CLASSICS...UNTIL NOW 3.98**

3³³

The first time in Wards history these fine daytime dresses have been reduced... and it's your chance to scoop up the savings! Choose from woven cotton plaids, checks, wash-wear cottons, Amel® Triacetate-cotton blends. Each meets our rigid standards. 12-20, 14½-24½.



special!

**BRIGHT NEW FASHION BAGS
OF BLACK PATENT PLASTIC**

Little satchels, and neat pouches with zippered wall pockets... all your favorite shapes are here. Fashion-right and value-priced at Wards.

1⁸⁸

plus 10%
Federal
tax

fabulous buy!

**FINE QUALITY ORLON® CARDIGANS
IN YOUR SIZE... 34 TO 44 AND A
CHOICE OF 7 NEW SPRING COLORS**

ONLY

2⁹⁹

- Wards lowest price for such wonderful quality
- Washes in a whiz... needs no blocking
- Lilac, aqua, white, pink, melon, vanilla and black

Smooth... rich-textured... fine gauge... that's this wonderful Orlon® Acrylic cardigan. Mock fashion marks make it look more costly. AND, its lovely colors are dyed-to-match the skirts and playwear you'll find at Wards. Extraordinary value, so unusual in this wide size range.



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