

# Holiday Ahead!

Let Wards save you money and double your fun on Decoration Day with thrilling new play clothes!

THEY'RE WORTH \$12.50 OF ANYBODY'S MONEY!

MEN'S ALL-WOOL

## Sport Coats

**9<sup>98</sup>**

With Leather Buttons!

Not only the looks of a \$12.50 jacket, but the fit, too! Flattering drape models in color-rich herringbones, diagonals, or smart plain tones.

Others—Lower-Priced at **7<sup>98</sup>**



MAIN FLOOR

WE COPIED \$2 ORIGINALS AND YOU CAN'T TELL THEM APART!

MEN'S FINE

## Sport Shirts

**98<sup>c</sup>**

We scoured the market. Bought better fabrics, cotton gabardines and poplins in clear, sunny colors. Tailored them with all the finer points you'd expect in higher priced shirts. The result? The best-looking sport shirt that 98c can buy!



MAIN FLOOR

Wear them weekends! Around the house! Gardening!

## Women's Slacks

EXTRA FINE TAILORING AT ONLY **98<sup>c</sup>**

Stoop — kneel — climb about in comfort! Wear sensible slacks! You can't beat Wards denim and other sturdy American cottons! Sanforized—99% shrinkproof! Full cut!



MEZZANINE

YOU'LL HAVE MORE FUN IN PLAY CLOTHES

## Slack Suits

## Play Suits

At Ward Savings **1<sup>98</sup>**

Going on a picnic or outing? Wear a crisp cotton or spun rayon made for fun! Carefree slacks with in-or-outer shirts! Gay play suits! Others at \$2.98



MEZZANINE

USED TO PAYING \$6.50? SAVE ON THESE NEW STYLES!

## Men's Trousers

**4<sup>98</sup>**

Drape Model with Talon Fly and Matching Belt!

Wear a pair of finer slacks this Spring—and save money while you're at it! Herringbones, stripes, corded effects, in new Spring colors. (Some contain rayon.)

MANY OTHERS FOR ONLY **3<sup>98</sup>**



MAIN FLOOR

Zipper-Fastened Slacks!

## Boy's New Slack Suits

Sanforized! Colorfast!

**1<sup>59</sup>**

Best Summer outfit we know of for a busy youngster! Cool and full cut for comfort. Made of husky cotton and rayon fabrics. 99% shrinkproof. Matching belt.



MAIN FLOOR

No Shadow Panel Needed!

## "Wearever" Rayon Slip

Sensational at only **59<sup>c</sup>**

You won't need a shadow panel with a "Wearever" rayon crepe slip, for it's heavier, . . . yet cool as a breeze! Beautifully tailored! Cellophane wrapped! Hurry!



MAIN FLOOR

Distinctive! Smart!

## Fine Rayon Slacksuits

**4<sup>98</sup>**

Famous rayon fabrics used in suits selling for far more! Fabrics that tailor so beautifully . . . and keep their shape! You won't find smarter styles!



MEZZANINE

Famous for extra wear!

## Wards Skips for Boys

value at **49<sup>c</sup>**

From now on it's their tennis shoes that get the hardest wear! Get them Skips! The corrugated soles can really take it. Bumper toe guards protect their feet. 11-6.



MAIN FLOOR

Just Arrived!

## The Cutest Anklets!

Stripes! Pastels! **10<sup>c</sup>**

One look, and you'll feel like slipping into some flat heels and sport clothes! Clever cuffs—unusual stitches—colors! Cool cotton! Also Cottons or Rayons . . . **15c**



MAIN FLOOR

Prints! Stripes! Colors!

## Flattering Swim Suits

**1<sup>98</sup>**

Flattering is right! Rayon satin lastex does the nicest things to your figure! Prefer bra tops? Midriffs? Classic one-pieces? Wards have them all at this low price!



MEZZANINE

HERE'S THE SMARTEST OUTFIT A BOY CAN WEAR!

## Sport Jacket

**6<sup>98</sup>**

## Zipper Slacks

**2<sup>98</sup>**

You can't beat this team for grown-up style! The jacket's a snappy three-button drape model and it comes in a herringbone, a diagonal, or plain tones. The slacks are full-cut and have a matching belt.



MAIN FLOOR

Cooler! Lower Priced!

## Boys' New Sport Shirts

A Thrifty Buy at Only **49<sup>c</sup>**

Fresh in from the makers! A whole raft of good-looking cottons. Slub weaves, "jitterbug" prints, rodeo prints. Neatly and strongly tailored. Full cut. 4-18.



MAIN FLOOR

For Lucky 7's to 14's

## Denim Delights

Sanforized! **1<sup>59</sup>**

Smart slack suits in stout-hearted denim, 99% shrinkproof. Sea-going collar, unusual belt, lovely colors. Sound tailoring and a down-to-earth Ward price!



MAIN FLOOR

Plenty of color and Style!

## Girls' Slacks

AT 7 FOR ONLY **59<sup>c</sup>**

For all-round wear, and we do mean wear—but with the cut and style that makes 'em stand out from the crowd! Cut from sturdy cottons that will take lots of tubbing! Made with the pockets and little "extras" she likes! Sizes from 8 to 14.



MAIN FLOOR

Pastels! "Slack Suit" colors!

## Sport Socks

Slack length! **15<sup>c</sup>**

A winner! Tuck-stitch pattern! Elastic rib tops! Reinforced heels and toes! Cotton.



MAIN FLOOR

Smart Plain Colors!

## Guaranteed Men's Hose

4 pairs for \$1 **25<sup>c</sup>** pair

Hard on socks? Switch to Wards Guaranteed mercerized hosiery! 4 pairs are guaranteed to wear you 4 months! Reinforced toes and heels! Regular length only!



MAIN FLOOR

So Much for so Little!

## Sport Shirts

Amazing at **39<sup>c</sup>**

The stripes the gang's really going for! Look-well, wear-well knit cotton, 2 to 10.



MAIN FLOOR

MONTHLY PAYMENT PLAN may be used on any purchases totaling \$10 or more! Buy NOW... pay LATER!

# MONTGOMERY WARD

CATALOG ORDER SERVICE saves you money on thousands of items we haven't room to stock in our store!

NINTH STREET, Corner Pine Turn to Pages 6, 7 and 10 for More Ward Holiday Values! TELEPHONE 3188