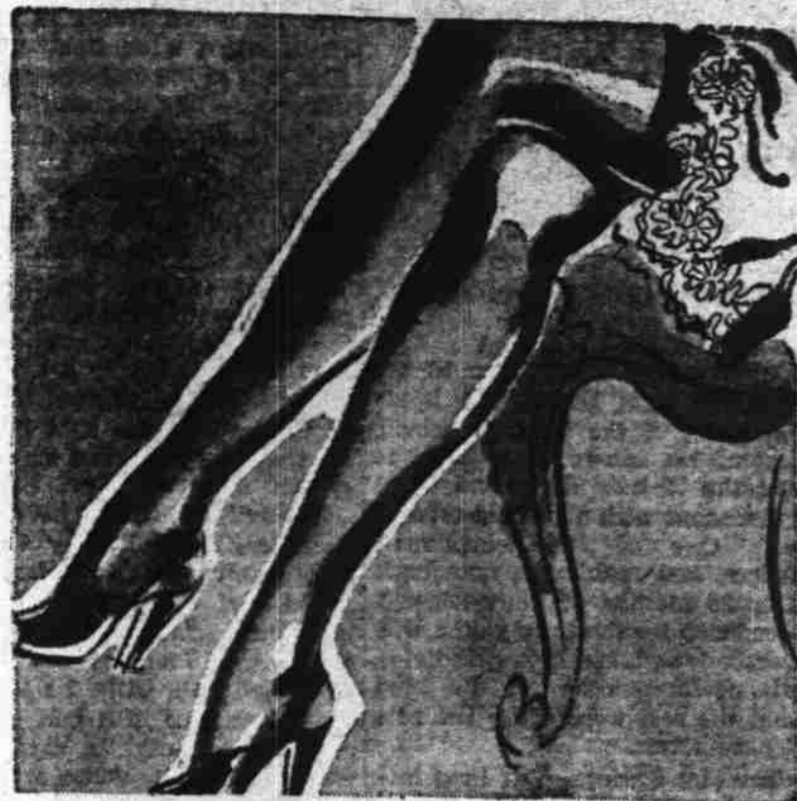


Gifts...they are sure to like!

MONTGOMERY WARD'S
ECONOMY PRICES



WARDS LOVELY SEMI-SHEER RAYON HOSE pr. **80c**

Here are some beautiful, full fashioned stockings in fine quality semi-sheer rayon! You'll like their smooth, rich look, their dull finish their excellent fit! And you'll like their long wear too! Get them in new flattering shades that go so well with everything. Sizes 8 1/2 to 10 1/2. Special note: For better service get three pairs: one to wear, one to wash, one to dry!



A CHRISTMAS HANKIE ALL READY TO MAIL

49c
Made of fine cotton and hand screen printed in beautiful pattern! Packed in a colorful gift envelope! Address, stamp and mail it—that's all!



WARDS FELT BUMPERS ARE FALL FAVORITES

1.98, 2.49
Perky bumpers for your casual fall outfits! A saucy dimpled brim and a neat stitched one with tidy ribbon trim in back. In all the newest fall colors.



ADD A PRETTY APRON TO MOTHER'S GIFT!

1.98
Just wait 'til Mother sees these! They're just as pretty as they're practical. Dainty pinafore and bib styles—and lots of exciting colors!



GIVE HER A FINE CAROL BRET SWEATER SET!

4.49, 4.98
A slipon and a cardigan matched in color and in the same quality pure wool! She'll treasure them! Wards have the slipons at 4.98... the cardigans at 5.98. 34-40.



EVERY GIRL WANTS JUMPERS, JERKIN SETS

4.98
Which one shall it be? Just ask Wards! We know just what the soda crowd likes, and look what a selection we have! Three smart styles in jumpers for sizes 12 to 20... two in jerkin sets for 12's to 18's. There's rayon gabardine, cavalry twill, rayon strutter cloth! And what's more all these heavenly colors... powder blue, lime, melon, green, gold, fuchsia, or aqua.



GIVE HER GAY PAJAMAS IN FLOWER PRINTS **3.98**

She'll like the smooth, rich feel of their rayon crepe. She'll appreciate the sleek way they fit, and she'll notice how nicely they're finished! Best of all, she'll like their handsome flower pattern—so smart and so new-looking! Come in! Look them over thoroughly before you buy! You'll agree with us that they'll make marvelously welcome gifts! Sizes 34 to 40.



WARDS FAMOUS BLENDED BLANKET

7.98
Scientific blends of new wool for warmth, for beauty, for strength! 3 pound, 72 x 84 inches. Smart pastels, bound with rayon satin.



RAYON SATIN GOWN, MATCHING COAT

4.98, 7.98
Beautifully printed and beautifully made! Together they're an ensemble that's a really lavish gift. In delicate shades of tearose or blue. Sizes 34 to 40.



BOYS' DRESS SHIRTS ARE IDEAL GIFTS

2.98
Gifts boys can wear are more than welcome! Expertly tailored shirts, cut full for action! In smart woven stripes, solid tones. Tubfast!



DOES SHE LIKE SPORT CLOTHES? GIVE SLACKS

3.98
Give her Wards pleated-front slacks. They fit so smartly! Rayon gabardine in navy, brown, green, red, powder blue or luggage. 24-30.



A PRETTY COTTON DRESS IS FIRST ON HER LIST **3.98**

Santa, be sensible and include at least one practical gift this year. Make it a becoming cotton dress that she'll keep on enjoying long after Christmas is over! Wards have so many really good looking ones in her favorite button front and shirtwaist styles. Lots of tubbable cottons in smart checks and stripes, and sizes for everyone... 12 to 20, 38 to 44, 9 to 15.



GIVE HIM A SPORT SHIRT FOR CHRISTMAS **3.98**

Make him proud of his gift on Christmas Day... proud of the quality fabric... the superb tailoring... the dependability that's built-in. These handsome sport shirts are made of rugged Teca-and-spun rayon—a fabric remarkable for its durability... for the richness of its texture. Wards have a splendid assortment of good-looking plaids, rich solid tones.



BOYS' TROUSERS ARE EXCELLENT GIFTS

3.98
Give him a pair of these handsome, rugged gabardines! They're masterfully designed and tailored. In all the rich colors boys like!



TIE AND HANDKERCHIEF SETS MAKE SMART GIFTS

1.98
Compliment the men on your Christmas list with handsome matched kerchiefs and ties! Splendidly designed and tailored of rich fabrics. Boxed.



100% VIRGIN WOOL PLAID SHIRTS

7.98
Lovely shades in attractive he-man plaids for that favorite man. Sizes small, medium and large.



GIVE HIM NATIONALLY FAMOUS ESQUIRE HOSE

3 pr. 1.10 39c
Gifts that can't miss! Handsome rayons and cottons noted for quality, wear in the styles men like best!



TROUSERS ARE PERFECT CHRISTMAS GIFTS! **6.98**

Get down his waist measurement, note his color preference, and come to Wards for these handsome gabardines! He's sure to appreciate their shape-retaining qualities... the easy way they fit... the expensive look of the fabrics... the rich colors! He'll be pleased with their excellent styling, their masterful construction, their resistance to the tough wear he'll give them!

MANY OTHER VALUES
Shop in our catalog department for thousands of gift values not carried in our store stocks. See our exciting Christmas Book and our big general catalog.

Montgomery Ward

PAY NEXT YEAR—Convenient credit terms may be arranged on purchases from our store stocks or from the broad assortments of catalog merchandise available through our catalog department. Any \$10 purchase opens an account.