

# Make it a practical Christmas

BUY ALL YOUR GIFTS AT WARDS ★



**JAUNTY "TEDDY BEAR" FOR YOUNG IN HEART 24.75**

The co-ed's own Teddy Bear coat of 100% wool alpaca is rapidly becoming a favorite with every miss! It's so young, such fun to wear, and so practical! Cuddle up in the fur-like warmth of the deeply napped alpaca. Look your gayest in white, brown or fawn with brilliant red or green border trim. You'll wear yours everywhere... from work to canteen parties. Sizes 10-18.



### Ward Christmas Coat Values

## 24:75

Sizes to 44, every color.

These Ward bargains are news all over town! For there's a coat for everyone at Wards... at a price that hardly seems possible. ALL WOOL suedes, ALL WOOL knit fleeces, cotton backed for extra long wear. Also wool-and-rayon combinations, in chesterfields, boy coats, flange fronts, fitted coats... all in brilliant and dark shades. Don't miss them! Use Wards Time Payment Plan!



**LUSTROUS PILE COATS 59.50**

Give her a gift she'll be proud to wear. Wide selection of seal dyed coneys, beaver-dyed coneys, China mink dyed coneys, blue-fox dyed coneys, platinum dyed coneys. Handsomely lined.



**SEMI-SHEER RAYONS FOR ALL OCCASIONS pr. 81c**

Full fashioned stockings in semi-sheer weight that you can wear morning, noon and night! They're made of 100 denier rayon with reinforced tops and feet, and they're knit-to-cling so flatteringly to your legs! You can get them in smart new shades in sizes 8 1/2 to 10 1/2. Be sure to buy at least two pairs! Be sure too, that they are thoroughly dry before you put them on!



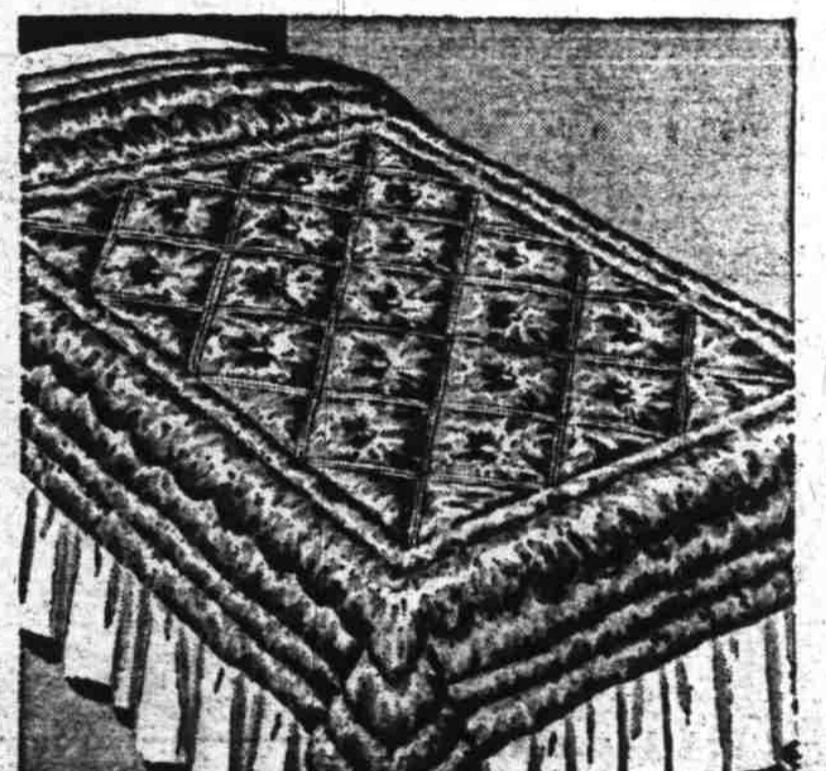
**SWEATERS OF ALL WOOL — STURDY, BUT SO SOFT 5.78 6.59**

Here's the answer to a sweater girl's prayer! For what smart lass doesn't want her sweaters to be All Wool that's silky soft and yet so sturdy they'll stand up through seasons of tough wear? That's exactly the story of Wards new fall sweaters. We have two styles—a bulky knit slipon and a warm nubby slipon. (Once you see them, you'll want both). Pink, cherry, blue, green, purple, brown. 34-40.



**FINE FUR TRIMMED COATS EXCEPTIONAL VALUES AT \$38**

Put "see coats" at the top of your Ward Week shopping list. For these are values you can't afford to miss. Pure wools heaped with luxurious natural red fox or Norwegian blue-dyed red fox. Each and every coat precision tailored, lined with fine quality rayon satin. And look at these colors—blue, mint green, grey, brown, gold. In sizes 12 to 20. Hurry!



**Beautiful Comforters— Filled with 100% Wool 16.49**

Their fine Calness® rayon satin covering is unusually beautiful—and amazingly sturdy, too! It won't crack or split! Their lastingly soft, warm filling is 100% wool! Their stitching is hand guided and goes all the way through to the back—both sides are equally rich! Approximately 4 1/2 pounds. Cut size 72 x 84 inches. In stunning decorator colors. \*Reg. U. S. Pat. Off.



**CHIPPENDALE OCCASIONAL CHAIR Only 20% Down! 16.95**

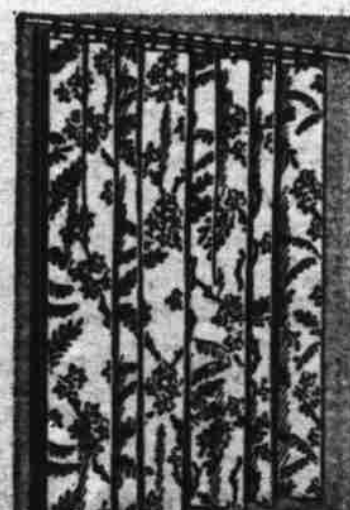
Beautiful traditional styling combined with rugged construction at a low Ward price! Solid hardwood frame, rich Walnut finish. Smart antique white, artificial leather upholstery. See III



**CHINTZ BEDROOM ENSEMBLE . . .**

Spread **12.98**  
Draperies **8.98**

The newest in bedroom beauty! Fine quality, washable glazed Chintz printed in glorious floral pattern and tailored like custom-made ensembles! Spread top is quilted! Buy at Wards, save!



**WARDS BEST SHOWER CURTAIN Shower Curtain 3.98**

Practical . . . as well as pretty! For these sheer beauties are pyroxylin coated on both sides . . . absolutely waterproof! Floral prints in newest bathroom shades! Metal eyelet top! 68" x 72".



**GIVE SOFT SHAGGY SCATTER RUGS 3.98**

Every homemaker in town would be pleased to get fluffy shaggies like these for her living-room, bedrooms from Santa! Cut pile is thick, soft! Backs are heavy, pre-shrunk! Save at Wards!

**MANY OTHER VALUES**  
Shop in our catalog department 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.