

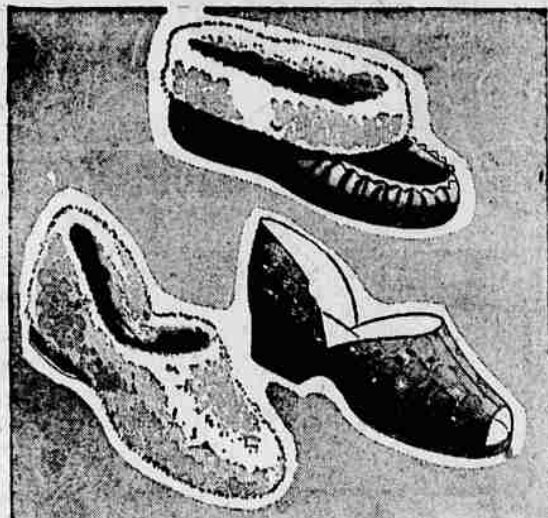
Lovely Gifts at Thrifty Prices!

See These And Hundreds of Others At MONTGOMERY WARD



PLEASE HIM WITH A HANDSOME WHITE SHIRT 1.89

Ask any man what he wants for Christmas and nine times out of ten he'll say "a white shirt!" He knows that a white is the most versatile of shirts—in perfect taste for every occasion, every day of the year! Here's another tip: he prefers Wards shirts—for their smoothly woven, durable fabrics... their superb tailoring... perfect fit (they're Sanforized!)



THREE GIFT SLIPPER IDEAS... ONE LOW PRICE 1.98 to 3.49

Here are three good reasons why Wards slippers make such welcome Christmas gifts! She'll love these warm-as-a-toaster natural shearling D'Orsay... or the bare-foot comfort of the leather moccasin slipper! It's warmly lined, and the thick sheep's wool collar protects her feet against draughty floors! Or choose the dainty, stitched sateen step-in to complement her new robe! Sizes 4-8.



SEMI-SHEER RAYONS FOR ALL OCCASIONS .75c

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 8½ to 10½. Be sure to buy at least two pairs! Be sure too, that they are thoroughly dry before you put them on!



ANY WOMAN WOULD LOVE A FINE CHENILLE ROBE 5.98

Mother, sister, aunt—any woman on your list will bless you for a chenille robe. They're so warm, so easy to care for (just launder and shake out—no ironing). And Wards chenille robes are particularly nice at the price. Thick, thick rows of tufting. A generous wrap. In blue, dusty rose, cherry, 14-20. Other Chenille Robes for Christmas Giving.....\$6.98



TROUSERS ARE PERFECT CHRISTMAS GIFTS! 1.98 to 4.98

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!



MEN PREFER SMART COAT STYLE SWEATERS 3.98

Say "Merry Christmas" with this warm 100% wool sweater! It's as smooth-fitting and comfortable as it is sturdy. Securely sewn leather buttons.



GLAMOROUS DUTCHIE SLIPPER... ONLY 1.49

Just right for your feminine lounging robe! Luxurious fabric dutchie with a deep plush cuff! Choose it in royal blue or deep wine! Ward Week value! Not Rationed.



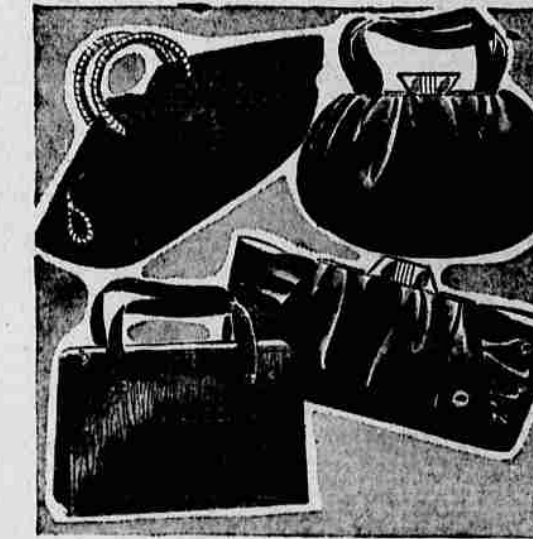
GIFT SLIPS—LAVISHLY TRIMMED WITH LACE 1.98

So pretty! So serviceable! In good sturdy rayon satin and crepe that does up with a will! Sleek-fitting and well made! Double-stitched seams. 32-40.



HAD YOU THOUGHT OF A PURE WOOL SWEATER? 2.98

We even have the new sleeveless ones, too, at this thrifty price. In exquisite colors like turquoise, maize, lime, fuchsia. 34 to 40. See them at Wards!



THE IDEAL GIFT FOR HER— A HANDSOME HANDBAG! 4.98 (Plus 20% Federal Tax)

We know you'll agree with us, when you see this beautiful selection at Wards! When you feel the softness of the genuine leathers! When you notice the sturdy construction, the smart styles! Smooth grains for dress wear! Rough grains for sports wear! Roomy pouches, handle straps, zipper tops, envelopes! All lined in durable rayon! All in the smartest Winter colors!



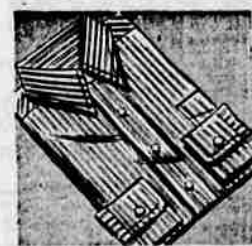
CHENILLE D'ORSAY FOR CHILDREN 1.29

A cozy slipper for chilly AM's and PM's! Blue chenille, warm felt lining. Soft sole and heel.



MEN'S BROWN KID ROMEO 2.75

Unrationed! Soft, sturdy slipper with hard leather soles. You'll even wear it outdoors!



GIVE THE BOYS SMART DRESS SHIRTS 2.98

Sturdy broadcloth! Handsome stripes! Expertly tailored, full cut styles. Tubfast.



SMART TIES ARE ALWAYS WELCOME 1.00

No man ever owns too many ties! See Wards handsome collection of fabrics, patterns and colors!



INEXPENSIVE TABLE CLOTHS 2.19

Gay floral or Mexican design printed on firm white cotton crash. Tubfast, 45"x68".



WARM DOUBLE BLANKET PART WOOL 3.34

Fluffy blends of 5% new wool, 95% rayon, woven for maximum warmth. 3½ pounds, 72"x84".



HAT AND MUFF SETS FOR HER CHRISTMAS 3.98

Her dream come true. Red, blue, wine, or green velveteen, with feathers on her hat.



NO WOMAN HAS TOO MANY APRONS .98

Give her something practical and pretty. A cheery print—in her favorite bib style!



Montgomery Ward

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