

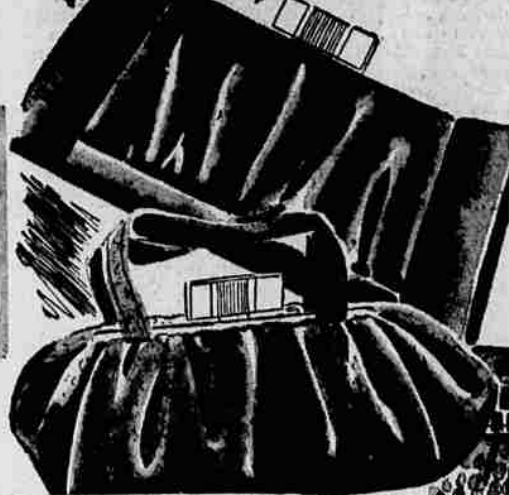
Why not say "Merry Christmas" with the loveliest gift of them all... a luxurious fur coat? Don't say you can't afford it until you investigate Wards convenient way to buy... the Monthly Payment Plan. Ask about it today!

FUR VALUES

COMPARE THESE WITH FURS SELLING ELSEWHERE FOR \$69 UP TO \$89!

59⁵⁰

Is her heart set on soft blue fox-dyed coney? — Smart skunk-dyed opossum? — You'll find it at Wards—for just \$59.50. Shop the town. Convince yourself that if you paid \$10 to \$30 more, you'd get no finer quality and workmanship than in this superb group of furs—priced for Christmas giving!



MONTGOMERY WARD'S

SOLVE ALL YOUR CHRISTMAS SHOPPING PROBLEMS.

Give ANKLETS

Always appreciated! And such a gay assortment to choose from—in all sizes.

29c to 49c

BELL RINGER BARGAINS

AMERICA'S MOST FAMOUS Carol Brent SWEATER GIFTS

Women everywhere tell us that Wards Carol Brents look better and wear longer! Make her happy with a matched set in cherry, pink, blue, spice or white. They're of pure wool. Sizes 34 to 40.

Slip-ons Cardigans

3.98 and 5.98



HOW SHE'LL LOVE THESE big, beautiful HANDBAGS

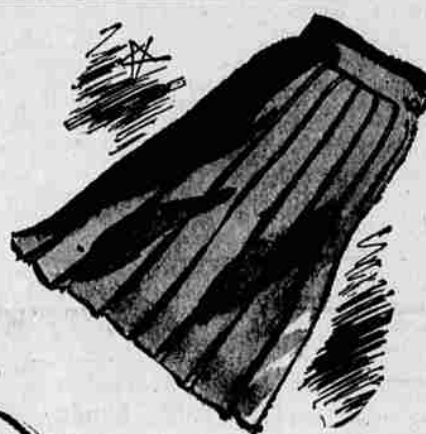
And how you'll appreciate getting them for her at this amazingly low price! The simulated leathers are so rich looking—the styles, so new and exciting! They're all here at Wards in the smart Winter colors she prefers, at this attractive low price! See these special gift bags today! Plus 10% tax.

2⁹⁸

FINE ALL WOOL SKIRTS

Every woman likes separate skirts to wear with her blouses and jackets. Give her one of Wards sturdy rayons, gored or pleated! Many new colors in size 24 to 32.

3⁹⁸



She'll Love A PRETTY BLOUSE

Especially if it's a fine Ward rayon crepe, for what woman doesn't know Wards blouses are unusual for the price? These are lovely jewel neckline blouses in white or colors with carefully worked tucks. Sizes 32 to 38.

2⁹⁸

SUPERGORA COATS

24⁷⁵

Mothers, daughters! Time to start hinting! Show Dad why there's no nicer way of playing Santa than with a Super Gora coat. They're those extra warm, extra heavy wool knit fleeces, cotton backed for longer wear... in bright or basic colors. Sizes 12 to 20. Only at Wards!



AMAZING TO FIND SUCH BEAUTIFUL

HOLIDAY DRESSES

We've dozens of fine crepes, the kind you never cease raving about. Gay dresses twinkling with sequins, nailheads. Sleek dresses with handsome braid and self trims. Any one you pick will make you the star at the Christmas parties on your calendar! In sizes for everyone: misses, 12 to 20; juniors, 9 to 15. Come in and see them all!

AT ONLY **7⁹⁸**

A PERFECT GIFT! SLIPPERS

Delight every lady on your Christmas list with a pair of slippers from Wards! Alluring styles to wear as a pretty complement to her housecoat. ... Serviceable leather slippers, too. Eye catching colors! Not rationed.

97c to 3.49



SUCH GLAMOROUS GIFTS BEAUTIFUL GOWNS

"Simply beautiful," she'll exclaim, when she finds that Santa's left one or two of these under her Christmas tree! Tailored and feminine styles in soft rayon crepe! Big and little prints on delicate shades of blue and tealrose! And like all Wards gowns, they fit smoothly, they're priced low! 32 to 40.

3.98



LOVELY ROBES AND HOUSE COATS

FOR MISSES, WOMEN EVEN EXTRA SIZES

We call them lovely but that doesn't begin to describe them—they're beautiful! The styles, the fine rayon romaine crepe fabric, the way they fit—everything about them is glamorous. Wards scoured the market months ago to find these exceptional housecoats. Don't miss them!

10⁹⁸



USE YOUR CREDIT... Buy the merchandise you need today. Any purchase totaling \$10 or more will open a monthly payment account.

Montgomery Ward

1059 WILLAMETTE

PHONE 4200

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.