

YOUR GIFT DOLLARS GO FARTHER AT Wards

Eight Styles For Gifts!
Pajamas
98c
Wards Low Price
 Eight new fashions, each beautifully made. Excellent rayons, plain knit, acetate, or crepe finish. One or two-piece. Tailored or lace trimmed. Pastel or bright shades. Sizes, 8 to 16.



All Silk Flat Crepe
Gowns
1.98
 Styled to thrill feminine hearts! Priced to please gift-givers! Trimmed with dainty lace. Small, medium, large sizes.



Selling Elsewhere for \$2.68
Men's Pigskins
1.98
 Selling elsewhere for \$2.68. Further proof of Wards gift bargains in gloves. Every pair easily washable! Natural color. Sizes 8 to 10 1/2.



They're All Hand Tailored
Gift Ties
79c
Wards Low Price!
 A hand tailored tie makes a better gift. It will wear longer! Tie better! Look neater! These patterns are new and smart! The colorings are rich and varied! Every tie is silk tipped! Also at 49c and \$1.00



Elsewhere They're \$1. pr.
Ringless Hose
79c PAIR
 Ringless-from-top-to-toe service weights. Ringless chiffons with silk picot tops and silk heels. Fine, high twist, dull finished silk. Full fashioned.



Handmade Linen
Hankies
19c
 Box of 3
 For "good" she likes these sheer white linen hand-made. She likes the way they're embroidered and she likes the "expensive" look of the rolled hems. Give her half a dozen!



All Wool Dress Sox
Men's Hose
49c PAIR
 Men with an eye for quality will appreciate these. Rib weave, many fancy patterns. And how you'll save at Wards!



Newest Patterns
Pajamas
1.49
Wards Low Price!
 Ward's \$1.49 pajamas feature a comfortable elastic drawstring waistband for sleeping comfort! Smart new contrasting trimmings on a variety of patterns and colors! Fast color. Others \$1.00-\$1.98.



Warm All-Wool Flannel
Gift Robes
4.98
 The gift with style, quality, price appeal! Beautifully tailored, with smart applique trim, and "different" necklines. In the popular winter shades. Sizes: small, medium and large.



Women's Kid Boots
1.59
 Smart, warm Lambkin suft on this fine, kid slipper. Black with white, all blue. Sizes 4 to 8.

Warm Comfort Felts
59c
 Slippers any woman would like! Blue, rose, brown or gray felt. Padded leather soles, 4 to 8.




Men's Wool Slippers
89c
 They're sheepskin! Inside and cuffs are thick and furry. Brown bindings. Sizes 6 to 11.

Men's Kid Operas
1.00
 Whatever his age he'll like these! Soft-as-a-cushion, leather sole. Blue, red, brown, black.




All Wool Flannel for Gifts
Men's Robes
4.98
Sells elsewhere at \$6.25
 Wards finest robe in a roomy, double-breasted, wrap-around style! 3 pockets! Smart set-on cuffs! Blue, brown or maroon stripes or plain colors! Small, medium or large.
 \$2.98 and \$3.98
 Beacon Cloth Robes





"I want to buy my family a real Christmas gift, but I haven't got enough ready cash. What do you suppose I ought to do?"



"That's easy, old man! Drop over to Wards and get the facts about their budget plan. That's the modern way to buy."

Give Programs from Europe!
10-Tube RADIO
 Save 1/3 to 1/2—Pay Out of Income As You Earn.
6495
\$6 DOWN \$7 Monthly Carrying charge
 Latest Genuine Metal Tubes. Get long-distance foreign reception, and High Fidelity you have always thought so costly! Pay a Ward price! Buy from the largest radio retailers in the world and save about 40c out of each dollar that ordinarily goes to middlemen and national advertising. Features:

- All Foreign and U. S. Broadcast and Short-Wave. High Fidelity
- Intention Noise Suppression
- Big Easy-to-Read Dial—All Tuning Aids—Micrometer Tuning
- Big Super Dynamic Speaker
- Tone and Volume Indicators
- Completely 1935 in Tone and Performance—Licensed by RCA and Hazeltine Laboratories

7-Tube Mantel
4295
\$5 DOWN \$5 Monthly Carrying Charge
 Give a "Personal" Radio World Range—Clear, Full-Toned, Handiome!
 A value so big that manufacture can hardly keep pace with the demand! Metal Tubes; High Fidelity; Instant Dial with Micrometer Tuning and other 1935 features. Investigate!




Save UP TO \$25
Largest Size WASHER
 for Household Use
7395
\$5 DOWN \$6 Monthly, Small Carrying Charge
 Its mammoth 20 gallon tub holds more clothes! Its new double crown agitator cleans them faster by test! See its smart black exterior, glistening metal trim and white porcelain interior! Save!

- Now, faster Ward double crown agitator
- New Lowell wringer has adjustable pressure
- 2 1/4 in. black rolls, safety-bar release
- New concealed drain, handy dial control
- Sloping aluminum rim prevents splashing

Other Wards Washers as low as \$39.95



Rayon Tapestry Lounge Chair and Ottoman
2395
\$3 Down, \$4 Monthly Small Carrying Charge
 See this chair—try it out! Sink into the deep luxurious cushions. Note the cut-back arms, shaped sides and tufted back.



Walnut Veneer CEDAR CHEST
1395
\$5 DOWN \$6 Monthly, Small Carrying Charge
 Extra large roomy size—45 x 19 x 19 inches. Striped walnut veneer overlays on front with deep route carvings. Ornamental moldings on front and sides—four heavy turned feet.



Rayon Tapestry Suite
6495
\$7 Monthly, Small Carrying Charge
\$6 Down Puts This Suite in Your Home
 Covered With Rust Tapestry!
 A single glance will tell you this suite is a wonderful value. Examine the construction, the features will convince you! Elaborately carved base rail and feet, fancy drop carvings. Exposed wood parts in rich walnut finish. See it!



USE WARDS BUDGET PLAN
 A convenient way to buy when the total purchase is \$20 or more. Pay a little down, a little each month, with carrying charge.