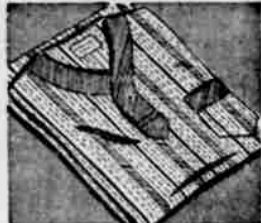
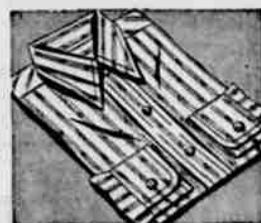




A Bell Ringer Gift Value!
Men's Gift Ties
Special Ward Value **\$1**
Exciting new patterns! Rich silks, brilliantly tailored! They look like \$1.50 ties!



Broadcloth!
Men's Pajamas
Smart new patterns! **1 65**
You're giving him sleep-comfort when you give pajamas like these! Full-cut Coat or middy!



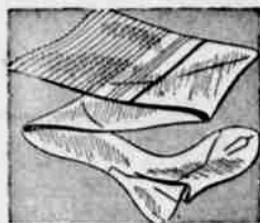
A Bell Ringer Gift Value!
Smart Shirts
99% shrinkproof! **1 19**
The famous quality that fits better because it's made better! Color-fast broadcloth.



A Bell Ringer Gift Value!
Fancy Nighties
So luxurious! **1 98**
Shimmering rayon satins—laden with frothy lace, embroideries and ribbons.



Yes! Sweetheart Rayon Satin!
Lovely Slips
Sure to please! **89c**
Dreamy confections of lace and embroidery! Tailored 4-gores, too, at this low price!



Sure to be appreciated!
Give Silk Hose
First quality! **69c**
You know she'd love glamorous 3 and 4-threads! Stretchy rayon tops for longer wear! Real values!



A Bell Ringer Gift Value!
Fine Handbags
Sure to Please! **1 00**
Sooty blacks! Rich browns! Other high-style colors, too! Soft simulated leathers!



Mother will love this pretty
Pompon Slipper
In warm felt, only **59c**
Yes, she likes the pompoms and the ribbons just as much as the warm felt! Wine, blue, gray.



Men who know value choose
Fine Fur Felts
Styled by Brandon **2 98**
The hat that has everything: good looks, quality and value! Many distinctive models.



100% Wool! 100% Welcome!
Men's Sweaters
Ward's Gift Value **3 29**
Coat style, knit to fit, in all wool worsted with double elbows for extra long wear!

LAST MINUTE GIFTS
for the Whole Family

LOOK THESE OVER! COME IN TO THE STORE!
THOUSANDS MORE TO CHOOSE FROM!—AND
ALL AT MONEY-SAVING LOW PRICES!

Montgomery Ward



You know she'd like one!
Gift Sweaters
Marvelous colors! **1 19**
What could be nicer than a soft wool slip-on or cardigan? Long or short sleeves! Values.



A Bell Ringer Gift Value!
Crisp Aprons
Colorful! **49c**
To make hostesses prettier on Christmas day! Dainty sheers, organdies and gay percales.



Great variety! Great value!
Men's Mufflers
Wools and Rayons! **49c**
Colorful or quiet? Whatever his preference, you'll surely find the right muffler here!



A Bell Ringer Gift Value!
Chenille Robe
For Girls 4 to 14 **2 98**
W-I-d-e skirt, full cut, nice details. Needs no ironing! White, pastels. Big bargain!



Bell Ringer Gift Value!
Give Him Socks!
Brand New Patterns! **25c**
He'll be pleased as punch with these rayon and cottons with Nylon reinforced toes!



Zip goes the Talon, and on go her
Felt Bootees
with striped cuffs **89c**
So cozy for frosty little toes! Darling in bright red or blue with striped velour cuffs!



Bright and Gay for the Holiday!
Girls' Dresses
Size 1 to 6x **69c**
Even new peasant styles! Tub-fast percales. Well made! Size 7 to 14.....79c



In Easy-to-Wrap Gift Boxes!
Umbrellas
Amazing Buys at **1 98**
A "different," really useful gift! Gay rayons and cottons! Smart composition handles.



Plaid or Indian Pattern
Bright Blankets
In Heavy Cotton **1 89**
These fine Ward values come in wonderful colors, have a suede-soft finish. 70"x80".



Nothing Beauties by Cannon
Thirsty Towels
Huge 22"x44" Size! **29c**
Such fashionable designs! Exceptionally thick and soft! So absorbent and strong, too!



A Bell Ringer Gift Value!
Give Him Ties
Ward's Low Price! **49c**
Give him ties he'll enjoy wearing—and save at Ward's! Rayons, wool-lined. Easy to knot.



She'll curl up like a kitten in our
Fur Fluffs
A rich gift at just **98c**
A pouff of white fur on wine rayon slippers, ribbed like chenille! Real heel; full lining!



Our Famous 10% Wool "Healthgard"
Men's Unionsuit
Keep Out the Cold! **89c**
Cotton and wool Healthgards, warm and comfortable! Non-sag shoulders, roomy seat!



Zipper Front! Novelty Knit!
Boys' Sweaters
A Ward Value! **2 29**
Not only warm and sturdy, but good-looking, too! Trim sport back. Springy-knit cuffs.



The Perfect "Little" Gift!
Boxed Hankies
3 in a Box **19c**
Lace and hemstitching and dainty embroidery make them look so expensive! Cotton.



Her Favorite Glove Every Time!
Classic Slippers
Rare Bargains at **1 39**
So simple and smart—they go with everything! Wonderfully soft imported capeskin.



Such a "Grown-Up" Meal!
Boxed Hankies
For the Kiddies! **19c**
3 cute little hankies (or 2, with a piece of jewelry for the girls). Darling designs.



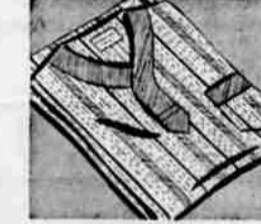
Come in Now for Best Choice!
Dress Lengths
Especially Rayons **1 19**
A really exciting group of expensive-looking prints and plaids in 3 1/2 to 4-yd. lengths.



A Man Can Always Use a Lot of
Shirts, Shorts
Ward's Low Price! **29c**
Give him a stack of fast color shorts with Gripper fasteners; combed cotton shirts!



Little girls love to dress up in
Pretty Slippers
in rich rayon satin! **79c**
She'll give you a bear hug, they're so pretty! Bright blue, with red rosettes, dancy heels!



Soft cotton flannelette...
Boys' Pajamas
A Comforting Gift! **89c**
Let the mercury drop! Boys will keep warm in these cozy flannelettes. Smart stripes.



Oh, boy! A "Signal Corps" design!
Boys' Slippers
In navy blue felt **79c**
He'll go for the new signal corps design, the plaid collar, the leather tips! Warm, too!



Give Comfort for Christmas!
Warm Robes
For Boys and Girls **1 98**
Cozy cotton blanket cloth in attractive designs. Big shawl collars. Full cut. 2 to 14.



Give Children Fluffy Bunnies!
Pet Slippers
Size 1 to 5 **49c**
Soft, warm sheepskin inside, sturdy felt outside. Hardy tape-bound soles. Natural colors.



Double Service! Double Wear!
5% Wool Pairs
Pretty! Useful! **2 39**
Best sellers! 5% new wool, 95% cotton woven for warmth plus strength. 70x80 inches.



Soft! Expensive Looking!
Gift Gloves
For Dress-Up! **1 59**
Does she prefer classic suede slippers or fancy imported capeskins? Both at this price!



Every Man Needs a Pair!
Lined Gloves
Pig-Tax Grained **1 19**
Tough flexible leathers, lined with warm cotton fleece. Fine for driving. Neat stitched backs.



Rayon & Cotton!
Dress Socks
3 for 25c **13c**
You won't find better looking patterns for the money! Short and regular lengths!



Boys never have too many
Sports Shirts
Fast Colors Only! **69c**
Get them striped or get them plain, but get them! Nicely tailored! Warm for winter!

Ward's Will Be
OPEN
Until 8:30 p. m.
Monday and Tue.
Nights, Dec. 22-23

Store Will Be
Closed at 6 p. m.
Christmas Eve

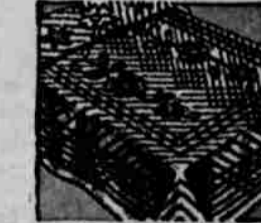
All Merchandise on WILL CALL and not paid for by Dec. 20 will be returned to stock



Nothing Nicer for Baby!
Bootee Sets
In Soft All Wool **1 19**
Sweater, bonnet and booties in new knit designs. Rayon satin bound. Pink, blue, white.



A practical idea for Sis or Ma!
Beau Duras
In Cellulose **49c**
Ward's own rayon panties! Run-resistant! Longer-wearing! Extra Sizes.....59c



They Need No Ironing!
Chenille Spreads
Double Bed Size! **3 19**
Labor-saving gifts! Wonderful variety of patterns! Good quality! 99% shrinkproof!

Give a Christmas Coupon Book... the perfect gift. Buy it for cash or on our Monthly Payment Plan.

MONTGOMERY WARD

Come to our catalog order department for thousands of gift values not carried in our stocks. See our special Christmas catalog!