

MONTGOMERY WARD

Gifts

FROM WARDS

MAKE IT A MERRY



**STYLE+WARMTH+COMFORT
EQUALS LUXURY! 9.98**

On Christmas morning—and every other morning—he'll rave about its smart appearance, the handsome lines of its shawl collar, the easy comfort of its wrap-around styling! And he'll appreciate the snug, chill-deadening warmth and feel of its soft, half-wool flannel, the good looks of its novel maroon and blue two-tone coloring! Attractively boxed. Men's sizes.



**DARLING BUNNY MUFFS
WITH ANIMAL FACES 2.98**

Just a glimpse of one of these and we guarantee she'll want to carry it indoors too! They're cuddly and silky soft. They'll ward off the frost-bite on coldest days. Deep piled bunny fur with Scotty-dog, Teddy-bear or Bunny faces attached. Lined with rich looking, durable rayon. Equipped with a handy wrist cord. The colors—white and delightful shades of pink, blue and buff.



**A WARM ROBE! THE GIFT
YOU KNOW SHE WANTS 15.35**

Who wouldn't want a robe like this! Thick quilted rayon is so warm. And these are so pretty too! Soft, soft pastels. Pinks, blues, yellows, and even white backgrounds. And the patterns are the dainty, floral ones that every woman loves. The styles? Roomy, comfortable wrap-arounds with ample skirts. 12-20.



**CHRISTMAS
FOR
EVERYONE!**



**BOYS' GOOD LOOKING
YEAR 'ROUND COATS 9.98**

So sturdily, so handsomely tailored—double breasted style. All wool Shelllands and tweeds in brown, tan, navy, gray. Durable rayon lining. Sizes 1-6X.



**LUXURIOUS LAG
TRIMMED SLIPS 2.98**

Gleaming rayon satins, soft, smooth rayon crepes generously trimmed in fine lace. Strongly stitched for long wear. Expertly designed for sleek fit. 32-40.



**HANDSOME TIES
STYLED FOR MEN 1.39**

You'll find your favorites here! Gleaming rayons in foulards, twills, jacquards, and woven patterns! All are interlined for extra resiliency and strength! An excellent gift suggestion, too!



**LONG SLEEVES
ARE PRACTICAL! 4.98**

Men, here are sport shirts you'll wear for every purpose! And what a choice, Rayons, cottons, in solid colors and bright plaids! Convertible collars, too, for every-purpose wear!



**THIS CHRISTMAS... GIVE
HER A JACKET 9.98**

Everyone loves an extra jacket... and ours are extra-special! We've classic cardigans, casual loafers... in colorful wool or wool-and-rayon fabrics! 12-20.



**WARDS CAROL BRENT
IN PUREST WOOL 4.98 5.98**

Slip-ons... long, boxy, bright as a blazing fire! Cardigans... to team with them or wear separately. Christmas gifts to please her for many seasons! 34-40.



**IT'S A WINNER IN STYLE
AND 100% VIRGIN WOOL 11.95**

Glen plaid sport coat that's tops on the campus style list! Tops in quality and wear, too, to win mothers' praises as well! Sizes 28 to 34.



**WARDS BEAU DURA
PANTIES IN SPUN-LO 49c**

The fabric—spun-lo knit rayon—is famous for long wear and run resistance. The styles, for excellent fit and tailoring! EXTRA SIZES... 59c



**YOU CAN'T HAVE
TOO MANY! Each 25c**

Not handkerchiefs as pretty as these. Dainty embroidery on firm white cotton. Neatly hemmed.



**GIVE THEM BLOUSES FOR
CHRISTMAS! 2.98**

Tailored or dressy... white or pastels! All at Wards in fine rayon fabrics! Sizes 32-38.



**RICH, WARM All Wool
SWEATERS 3.89**

7 to 14. She can't have too many of them! Cardigans and pullovers in glorious colors.



**MEN'S SMARTLY STYLED
MUFFERS 1.98**

Extra soft, attractively patterned rayon challis looks and feels warmly luxurious.



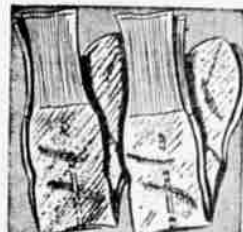
**SENSATIONAL PLASTIC
HANDBAGS 3.98**

Plastic—the most exciting discovery since Nylon! Luxurious leather grain, patent and solid finish that doesn't peel, crack or scuff! Black, brown.



**FLUFFY ALL WOOL
BLANKET—72" x 90" 12.39**

Wonderfully warm and long wearing! 4 1/2 lbs. Springy all virgin wool fibres that have been Amuno treated to guarantee against moth damage 5 years.



**FANCY DRESS HOSE
FOR MEN Pair 69c**

Finely knit of extra soft new wool and cotton. Snug fitting rib top. Sizes 10 1/2 to 13.



**CHILDREN'S BUNNY
MITTENS 1.89**

Plus 20% excise tax. No frost bitten hands! In these warm-as-toast mittens! Soft bunny fur with a warm lining.



**BOYS' DRESS SHIRTS,
SANFORIZED! 1.25**

Here they are! Attractive prints on sturdy, long-wearing percale. Boys', youths' sizes, 6 to 18 yrs.



**BOYS' SHAKER KNIT CAP,
ALL WOOL! 79c**

He'll wear it proudly everywhere—and keep warm as toast! Bright colors.



**LIGHTWEIGHT FUR
FELTS FOR MEN 5.00**

They're Brents! Excellently designed, supremely comfortable hats in genuine fur felt.



**LACY ALL WOOL
FASCINATOR 1.89**

Wear it to frame your face, or as a soft scarf at your throat. Zig-zag weave in white and colors.

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