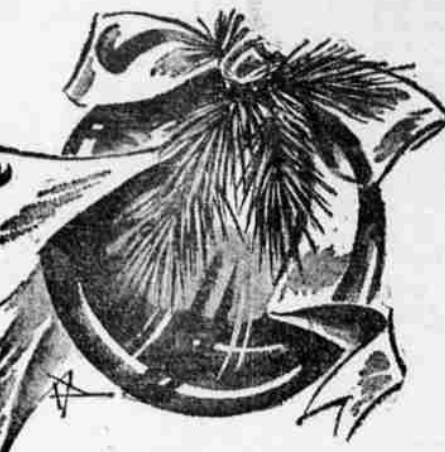
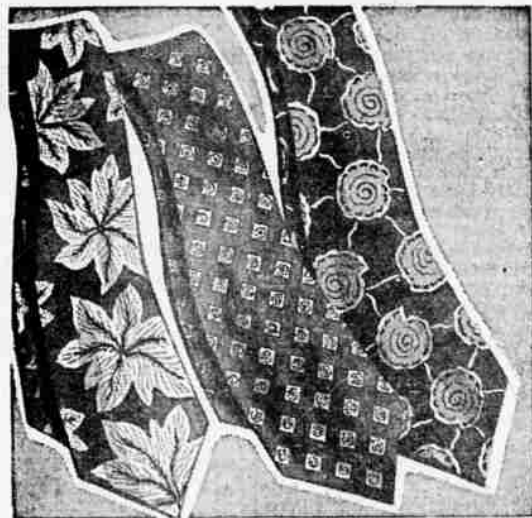




# "Forgotten Someone?"



STILL TIME TO CHOOSE FROM  
MANY PRACTICAL GIFTS AT WARDS!



**GIVE HIM THE TIES HE'D  
CHOOSE FOR HIMSELF! 1.39**

You're sure to find the ties he'll claim as "favorites" in Wards' wide selection of beautifuls. They're fine quality rayons in the season's top flight styles—richly colored woven patterns, popular foulards, attractively printed satins—all in warm colors. And they're true blast cut to assure him a graceful knot each time he wears them! All with resilient, wrinkle-resistant interlinings.



**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 fabric! 12-20.



**HANDBAGS OF SUPERIOR  
QUALITY, LOW PRICED AT 4.98**

Wonderfully supple genuine leathers—handsomely designed, sturdily constructed into the finest handbags we've seen at this amazingly low price! They're roomy enough to take everything from your tiny lipstick to your biggest compact. Some have handy zippers. You'll find your favorite style—pouch, envelope, top handle, shoulder strap—in black, brown, and costume colors.



**GIVE A CAROL BRENT  
THE PERFECT SWEATER 3.98**

The sweater you know she loves! For its soft, pure wool... its good casual fit... the bright, right colors. It's Wards for this top quality sweater! 32-38.



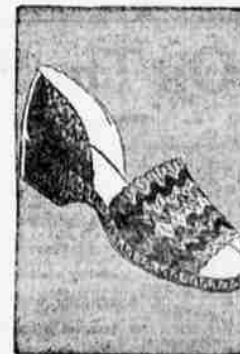
**DARLING BUNNY MIFFS  
WITH ANIMAL FACES 2.98**

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.



**WAFFLE-WEAVE  
SLIPPERS 1.98**

For the woman who likes lovely slippers without a shade of fussiness about them choose these... of glowing blue fabric with waven design... platform soles.



**KNITTED YARN  
SLIPPER 2.19**

The varied colors in this open toe D'Orsay of soft, knitted yarn suggest romantic Mexican Charm either blue or raspberry as the dominating color tone.



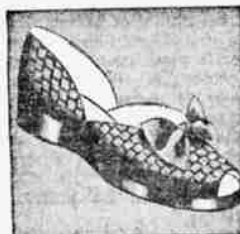
**COLD DEFYING COATS  
FOR THE OUTDOOR MAN 11.95**

Heavy, fleecy, warmth retaining all wool—fully lined to make it doubly warm! You'll appreciate its careful construction on winter's worst days!



**DARLING BUNNY MIFFS  
FOR LITTLE GIRLS 1.69**

So warm and fluffy. So adored by little girls. Soft, white bunny fur with a colorful palm of well blended wool and rayon. Lined for extra warmth.



**DAINTY WAFFLE WEAVE  
SLIPPERS 1.98**

Glowing blue fabric, woven design... for the daintiest taste. Full, cushiony platform soles.



**WOMEN'S PRACTICAL  
EVERETT 1.59**

Of warm, durable felt... smartly trimmed, yet so comfortable! Have them in wine color or blue.



**FROTHY ALL WOOL  
FASCINATORS ONLY 98c**

Soft, springy wool in lovely pastels or whites. The pretty way of warding off those chill winter winds. Practical too, because they're well knit!



**LUXURIOUS TAILORED  
RAYON SLIPPS 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.



**GAY APRONS FOR THE  
HOLIDAYS! 89c**

Coverall and bib styles in pretty cotton prints with contrast piping!



**CHILD'S SHEEPSWOOL  
SLIPPER 1.98**

snug and warm as can be! Edged with pretty brown binding. Soft leather soles. Sizes 8 to 12.



**A NEW SKIRT IS  
A NICE GIFT! 2.98**

Yes, and a useful one, too! She'll like any one of these! They're kick-pleated, gored, pleated all around! Pure wool, rayon, wool and rayon! All colors! 24-30.



**A SMART COTTON DRESS  
FOR MOTHER OR SISTER! 3.98**

The kind she can wear just about anywhere! Tailored in chambray, gingham, novelty fabric! Check, stripes! 12-20, 38-44. Other lovely cottons... 4.98



**BRENT HATS ARE  
STYLED RIGHT! 5.00**

No matter what your tastes or needs—there's a Brent that will suit you right down to the ground! Make your choice from Wards' wide selection of styles! And buy one for a gift, too!



**THIS WILL KEEP HIM  
WARM 1.98**

Tough capskin flurries on hard wear—and it's fully lined with shearing lamb's wool!



**ATTRACTIVE GIFT TIES  
FOR BOYS 49c**

Brightly patterned smooth rayons—resilient interlining for wear. Neatly boxed.



**GIRLS' ALL WOOL  
CARDIGANS 2.98**

3 to 6. Fine values every one! Closely woven all wool in a wonderful assortment of rich colors.



**LOVELY ALL WOOL  
GIRLS' SWEATERS 2.98**

In a wonderful assortment of colors that can be worn with slacks, shorts, skirts.



**MULTI-COLORED  
D'ORSAY 1.98**

Her heart will skip a beat when she sees this multi-colored embroidery on shining blue or raspberry saten. Full, cushiony platform soles... gay saten lining.