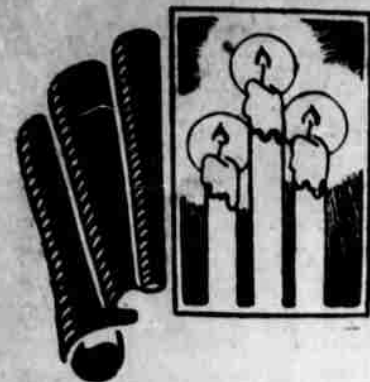




Ward's - The Gift Store for the entire family



Christmas shopping at Ward's is a delightful adventure—instead of a wearisome bore! For here is a vast array of quality merchandise—at substantial savings—due to the buying power of our nine Mail Order Houses and nearly 500 Retail Stores. There are gifts of fashion and of service—for every member of the family!

SEE OUR CHRISTMAS GIFT ADVERTISEMENT IN THE SATURDAY EVENING POST, DECEMBER 14

Gifts for Baby are Cunning —And So Inexpensive



Hand Decorated Brush and Comb Sets—

In blue or pink. Ivorette comb and brush. In a lined gift box. **75c**

Hand Crocheted Booties

In pink and white or blue and white. All wool. Infants' size. **25c**

Other Booties 45c

Pretty Bonnets—

With becoming frills and touches of handwork. In rayon, crepe de chine or wool. **98c**

Other Bonnets at 49c

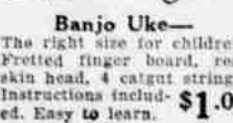
See Our Complete Line of Baby Clothes

Fascinating Toys to Make Christmas a Delight



A "Bottletot"
Just Like a Real Baby!
16 inches tall **\$3.75**

How cunning! She can sit alone—and hold her bottle! Wears her first short dress of crisp organdy... bonnet to match. Socks and booties, too. Goes to sleep—and cries, \$5 value.



Banjo Uke—
The right size for children. Fretted finger board, real skin head, 4 catgut strings. Instructions included. **\$1.00**



For Proud Little Mothers
\$4.25
A doll buggy in round fiber reed; beauty roll on hood, transparent windows. Retaining back, foot brake, artillery wood wheels with 1/2-inch rubber tires. Ivory with blue diamond design. Holds 22-inch doll.



China Tea Set **\$1.59**
Little folks love to have tea parties with these cunning dishes! Complete 23-piece set, as practical as it is quaint. See this toy value. So moderately priced.



\$1.49

Fashioned of heavy steel, strong enough to support a small boy! Modeled after the Graf Zeppelin, with gondola beneath. Two propellers revolve when pulled along, making noise like motor. 26 inches long.



10-Inch Drums
Leather-Head **\$1.19**

A real value. Genuine sheepskin head, tough fiber bottom. Two snares and 4 x 4 x 1 webbing shoulder tape. Two hardwood drumsticks, metal sides. Colorful decorations.

Electric Lights **98c**

For Christmas decorations. Genuine Mazda bulbs in assorted colors. Series of 5 connected sockets on flexible green cord with handy add-a-light prong plug.



Sport Velocipede
Safe and Speedy **\$8.95**

Sells at other stores for a much higher price! Full ball-bearing, seamless bicycle tubing. Rust-proof spokes in wheels, auto tread rubber tires. Double coil spring bicycle saddle. Enamelled blue with yellow striping. Diameter front wheel 16 inches.

A Small Deposit Holds Goods Until Called For

Buy your gifts now—while the selection is perfect! Make a small deposit and we'll be glad to lay the purchases away until you are ready to call for them. Make Christmas a happy time!

FREE CHRISTMAS BOXES WITH EVERY PURCHASE

Little Coats for 1 to 4 Year-Olds Woolens - Flannels - Velveteens - Velours

Warm and Colorful **\$1.98**

Youngsters will be proud of a brand new coat—and it makes a practical gift. Smartly tailored with cozy collars that button up snugly about the throat. In all the new colors.



For Very Little Folks
Crepe-de-Chine Coats **\$3.98**

Dainty little coats in pink, blue or white are interlined for winter weather. Sizes 1 to 3.

Take the Children To Toyland

The Gift of One Woman to Another—

Dainty Lingerie

Smart Tuck-In Pajamas—
Are gayly striped in blue or rose. Of fine mercerized broadcloth. Very popular with college girls. **\$1.69**

A Charming Dance Set—
Is flower-like with its delicate pastel colors and petal-shaped step-ins. The brassiere is carefully shaped. All silk crepe de chine. **\$2.98**

Step-In Chemise—
Of crepe de chine are trimmed with creamy lace, fine pleats and a ribbon girdle. In flesh, Nile, blue. **\$1.98**

Crepe-de-Chine Gowns—
Are exquisitely tailored. Of a fine heavy quality, trimmed with hemstitching and ribbon rosebuds. In pastel colors. Sizes 34 to 38. **\$4.98**



Electrical Gifts for the Family!



Waffle Iron **\$7.49**

A handsome gift! Base securely fastened, making a permanent tray. Beautifully polished. Drip-proof aluminum griddle requires greasing first time only.



Wardway Electric
Gyrator Washer **\$88.85**

Clean clothes in a jiffy! Dainty fabrics or heavy garments come out spick and span in from 3 to 7 minutes! No center post; all-copper tub keeps hot water hot; 8-position instant release wringer. Splash-proof electric motor. Saves you \$50 to \$80.



6-Cup Percolator **\$9.05**

Body of heavy gauge aluminum, beautifully polished. Non-heating ebonized handle. Starts percolating quickly. Fiber tipped feet protect polished surfaces.



Automatic Electric Iron **\$6.95**

Adjustable—set the handy control button. Correct temperature is maintained. A new ironing convenience! Green enameled shell and handle. Wrinkle-proof edge.



Glow Heaters **\$5.75**

Quickly drives out the chill! Two heating elements generate flood of heat. Heavy cast metal base in burnished gold.

The Modern Housewife Likes to Use the Majestic

Vacuum Cleaners **\$40.85**
As Advertised in The Saturday Evening Post of December 14
Gets all the destructive dirt! Ball bearing... easy to operate... trouble-free switch end of handle grip. Motor-driven brush cleans rugs, draperies, upholstered furniture and clothing. Picks up lint, threads, pins. Ward's direct-to-you price saves you money. See the Majestic demonstrated in our store. Guaranteed for 5 years.



\$3.50

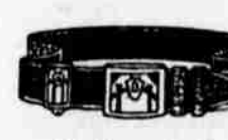
Genuine Clark Lighter

A real gift! At a worth-while saving to you! Dependable lighter. Chromium plated. Fits easily into vest pocket.



Garter and Suspender Set
Latest vogue in men's suspenders and garter sets. Fancy colored elastic web—brass trimmed—adjustable buckles. Suitable for dress wear. Assorted colors.

Smart Belt Sets \$1.00



A gift every man will like! Genuine leather belt, initialed nickel plated buckle, and watch guard! This is one of the values that make Ward's a famous Gift Store. Trim and new! Regular \$2 value.

Tailored Shirts \$1.98

Fine broadcloth and madras, plain colors and new printed designs. Sta-firm collars, will not wrinkle or curl. Pre-shrunk neckbands—double cuffs. A regular \$2.50 value.



Colorful Ties \$1.45

Hand tailored, heavy silks with non-wrinkling lining. Good quality neckwear silk in new patterns and smart harmonizing color effects.

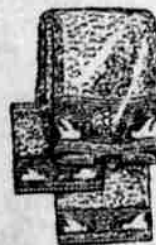


A Dainty Watch
\$9.98

Has a white gold plated case, guaranteed for 10 years! Thoroughly reliable. Very attractive with its silvered dial and black silk ribbon.

Other Watches, \$8.85

A Decorative Bath Towel Set



Three Pieces **\$1.00**

Following the vogue for color, this set of towel and two washcloths has fast color borders in a charming swan design. White with pink, blue, green, orchid or gold. Packed in an attractive gift box.

Embroidered Guest Towels at 29c

Waggoner New Sweaters In Holiday Colors For Women and Misses



\$3.98

These sport slipover sweaters have an air of casual smartness with their modernistic patterns in lustrous rayon—their soft woolen yarns, "V" and round necks.

Heavy Wool Shaker Sweaters **\$3.98**

Heavy all wool sweaters for outdoor wear have great shawl collars. Slipover and coat styles. Red, navy, buff and white.

Auto Robes Make Excellent Gifts

100% All Wool **\$6.90**

54x72 Inches

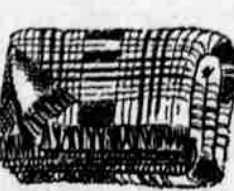
Any car owner will be delighted with one of these warm car robes. In various plaid patterns of soft blending colors, they are also useful as steamer rugs—as extra blankets for the home—as a warm protection at football games. Ordinarily you would pay \$10 for robes like these.



Pure Wool **\$5.98**

58x80 Inches

A larger robe, also of pure wool. It is especially suitable for long cold auto rides since it is large enough to double. In a number of attractive color combinations.



House Slippers Comfy and Smart Warm Brown Felt—



Checked trimming, padded leather soles, **\$2.29**

Genuine Kid Leather—

Reetful rubber heels, leather lining. Rich brown leather, smart style.



Our Big Gift Special! A Dollar Watch

For man or boy—or any household! A most extraordinary value, made possible because we buy thousands of them. Popular thin nonbreakable model with bright nickel case. American made, stem wind and stem set. Genuine leather fob and gold colored metal charm—airplane design. Staunch and sturdy—the watch for everyday use.

Women's Imported Handkerchiefs

45c

These feminine trifles of imported Swiss linen are pretty enough to please any woman. Bits of hand embroidery, hemstitched, delicate fillet corners make them very dainty.

Other Handkerchiefs 25c

Lovely Gift Hosiery

Filmy Chiffon **\$1.49** Service Weight

GOLDEN CREST Silk Hosiery... the perfect way to say "Merry Christmas!" Gossamer chiffon, or shimmering service weight... silk to the very top. Modish French heels. Delicate line lines the silk feet. In all the exquisite new shades.

Every Pair in a Gay Gift Box

Western Union Gift Orders Accepted At This Store

MONTGOMERY WARD & CO.

221-229 Main Street

Phone 384