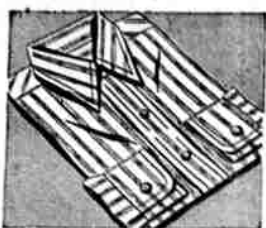
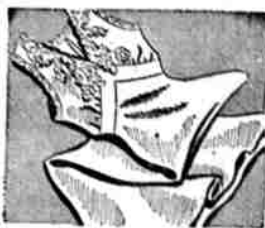


SHOP at WARDS UNTIL 8 O'CLOCK
 SAT., MON. and TUES. NIGHT
 Choose from wide assortments of quality gifts, all at Wards down-to-earth prices.
MONTGOMERY WARD



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 49**
 Shimmering rayon satins—laden with frothy lace, embroideries and ribbons.



Yes! Sweetheart Rayon Satin!
Lovely Slips
 Worth \$1.98! **1 69**
 Dreamy confections of lace and embroidery! Tailored 4-gores, too, at this low price!



A Bell Ringer Gift Value!
Lacy Gift Gowns
 Come early! **1 79**
 Unbelievably lovely rayon satins with deep lace yokes—embroidery—ribbons and tucks.

YES . . . YOU CAN STILL BUY ON WARDS CONVENIENT MONTHLY PAYMENT PLAN
 Get the things you want TODAY . . . enjoy them while you are paying for them a little each month. You will find the Federal Regulations of Installment Buying have not increased the monthly payments you make on Montgomery Ward's convenient payment plan. Let us tell you about this simple way to buy all your needs.



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
 Wards 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



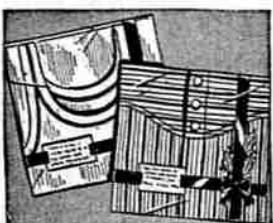
You Can't Go Wrong on a
Shirtwaist **1 19**
 Cellophane Wrapped!
 Everyone loves the tailored perfection of Wards "Carol Bents"! Rayon crepe. Colors.



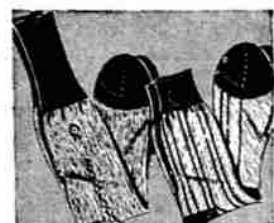
A Bell Ringer Gift Value!
Crisp Aprons
 Colorful! **29c**
 To make hostesses prettier on Christmas day! Dainty sheers, organdies and gay percales.



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!



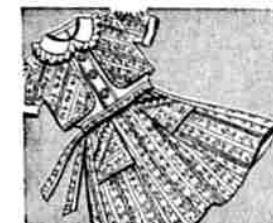
A Bell Ringer Gift Value!
Shirts, Shorts
 Christmas Wrapped! **45c**
 Cotton broadcloth shorts with "Grippers." No-Tare fly—won't rip! Mercerized shirts.



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!



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, fancy heels!



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



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



Famous Longwear Quality!
Sheet Sets
 Christmas-wrapped **1 75**
 An 81"x99" sheet and two 42"x36" cases, tested for 4 1/2 years' wear! Practical gifts!



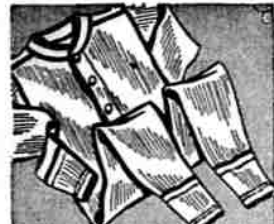
Bathing Beauties by Cannon
Thirsty Towels
 Huge 22"x44" Size! **29c**
 Such fashionable designs! Exceptionally thick and soft! So absorbent and strong, too!



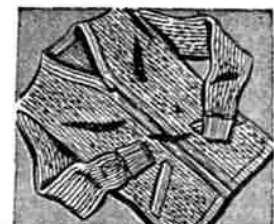
He'll think you paid \$2.50
Sport Shirts
 Rayon Gabardine! **1 98**
 It doesn't cost a mint at Wards to give a man a finer gift! Spun rayons are color fast!



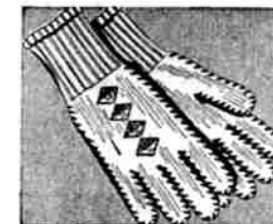
A Bell Ringer Gift Value!
Soft Kid Romeos
 brown or black at **2 98**
 They're a tradition with men who like their comfort! Easy-on, easy-off, with elastic sides!



Our Famous 10% Wool "Healthgard"
Men's Unionsuit
 Keep Out the Cold! **1 19**
 Cotton and wool Healthgards, warm and comfortable! Non-sag shoulders, roomy seat!



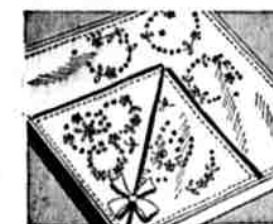
Zipper Front! Novelty Knit!
Boys' Sweaters
 A Ward Value! **2 29**
 Not only warm and sturdy, but good-looking, too! Trim sport back. Springy-knit cuffs.



Special Purchase! 69c Value!
Gloves, Mittens
 Women's Sizes **48c**
 Made in China! All wool—with colorful embroidery! Better buy for yourself, too!



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



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



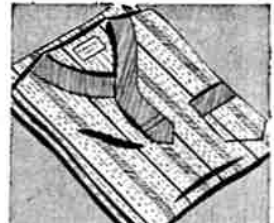
Come in Now for Best Choice!
Dress Lengths
 Equilite Rayons **1 19**
 A really exciting group of expensive-looking prints and plains in 3 1/2 to 4-yd. lengths.



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



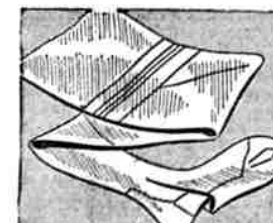
It's a Slipper! A sports shoe!
"The Lounger"
 It looks hand-sewn! **2 98**
 His favorite—indoors or out! In soft brown leather, top grade, with hand-laced effect!



Soft cotton flannelette . . .
Boys' Pajamas
 A Comforting Gift! **79c**
 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 **69c**
 He'll go for the new signal corps design, the plaid collar, the leather tips! Warm, too!



Whether she's 16 or 60—
Give Silk Hose
 First quality! **89c**
 Choose from filmy 3-threads and service weights! All silk or with rayon or lice.



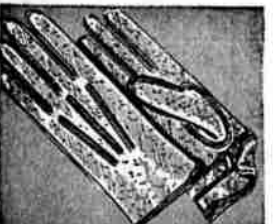
She'll curl up like a kitten in our
Fur Fluffs
 A rich gift at just **79c**
 A pouff of white fur on wine rayon slippers, ribbed like chenille! Real heel; full lining!



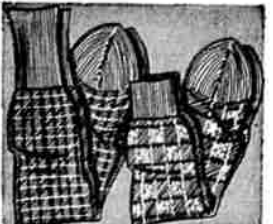
Double Service! Double Wear!
5% Wool Pairs
 Pretty! Useful! **2 19**
 Best sellers! 5% new wool, 95% cotton woven for warmth plus strength. 70x80 inches.



Soft! Expensive Looking!
Gift Gloves
 For Dress-Up! **1 69**
 Does she prefer classic suedes slippers or fancy imported capeskins? Both at this price!



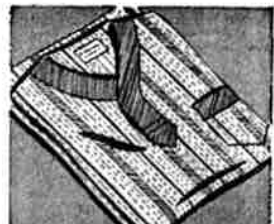
Every Man Needs a Pair!
Lined Gloves
 Pig-Tax Grained **1 19**
 Tough flexible leathers, lined with warm cotton fleece. Fins for driving. Neat stitched backs.



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



Sure to get a warm welcome!
Men's Robes
 Pay Less at Wards! **2 98**
 All the features men want in a robe! Warmth, wear, cheerful patterns. Double-breasted.



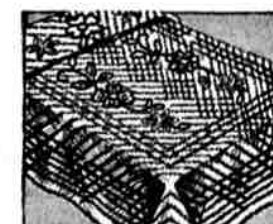
Flannelette or Broadcloth!
Men's Pajamas
 Smart new patterns! **1 59**
 You're giving him sleep-comfort when you give pajamas like these! Full-cut Coat or midly!



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



A practical idea for Sis or Mom!
Beau Duras
 In Cellophane **49c**
 Wards 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!



For That "Extra" Gift!
Lovely Hankies
 Very Special at **10c**
 Tuck a gay posy-print or dainty white cotton in with your greeting card! Big assortment!

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!