



... WHERE YOUR
CHRISTMAS GIFT DOLLARS
GO FURTHER!

SEE SANTA, FRIDAY AND SATURDAY

STORE HOURS 9:00 A. M. — 5:30 P. M.



**TOASTY WARM
CHENILLE ROBE** 7⁹⁸

She'll find leisure-time luxury in a thickly-tufted, kitten-soft chenille, that fluffs right up after a tubbing! In colors she'll love! Sizes 14 to 20 and 38 to 44.



**5-PIECE
RANGE SET** 1⁰⁰

Two 3-oz. white glass jars for salt, pepper; two 7-oz. for flour, sugar. Red metal tops, and gay Calico Fruit decoration. Red metal holder can be hung on wall.



**SMART NEW
HANDBAGS** 2⁹⁸
Plus Fed. Tax

How pleased she'll be with one of these lovely bags! They're supple plastics that look and feel like leather. Many styles and colors.



**CHENILLE
BEDSPREADS** 13⁹⁸

Heavily tufted chenille spreads in double or single bed sizes. White background with floral design; or dusty rose, blue, peach, or green background.



**WOMEN'S
SHEARLING** 2⁹⁵

Electrified to make it soft as fur! Choose them in bright red or blue, deep wine. Soft padded soles. 4-9.



**OVAL METAL
WASTE BASKET** 83⁵

Use it in any room in the house... durable metal in pleasing oval shape. Comes in variety of bright colors, with floral designs. Long-lasting utility basket.



**MEN'S CAPE-
SKIN JACKET** 12⁹⁸

Imagine—fine quality leather at a price that's easy on your gift budget! Warmly lined capeskin jackets with zipper front, 2 slash pockets. 36-44.



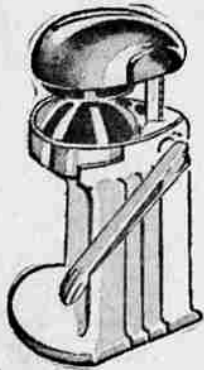
**MEN'S COLOR-
BRIGHT TIES** 1⁰⁰

Santa—here they are! Good-looking ties in the season's smartest patterns. Handsome rayons... every one interlined for better knotting.



**WOOL GLOVE-
MUFFLER SETS** 2⁹⁸

For a man's Christmas! Handsome matched sets of 100% wool to add color and warmth to his winter outfit. Self-knit design in assorted colors.



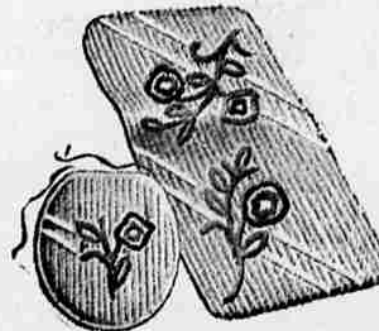
**JUICE-O-MAT
FRUIT JUICER** 4⁹⁵

Removes ALL the juice from citrus fruits without seeds, pulp or bitter rind oil. Easy to use and clean! Rust-proof moving parts; white enameled.



**SOFT FUR
BUNNY MUFF** 2⁹⁸

Straight from Santa's pack... a gift any little girl will love! The soft white fur will keep her hands so warm, even in the coldest weather! *Plus 20% Federal tax.



**SOFT, FLUFFY
BATH MAT SETS** 2⁸⁹

Newest for bathroom beauty! Soft, pastel yarns stitched on firm backing. Very absorbent! 19"x34" mat and matching lid cover. Buy now!

Today's Catalog VALUES

Your Order Generally
Delivered in 5 Days!

Now at Wards...
HURRY!

Lovely Place Mats 2.09
Clear Acetate plastic in sets of 4. Art. No. 18-T1413.

Whiting's Stationery 2.95
Crisp white paper with linen finish. Art. No. 57T5127.

Crosby Christmas Album . . . 3.62
Merry Christmas songs by Bing. Art. No. 51TA403L.

Ink Spots Record Album . . . 3.71
Singing the songs that made them Art. No. 51TA477L.

Floral Chenille Spread 9.79
White background. Twin and full sizes. Art. No. 18T2633C.

Cannon Bath Sets 5.39
Tufted Chenille in blue, peach, green, maize. Art. No. 16T4100.

Fitted Travel Kits 4.98
Complete with eleven practical fittings. Art. No. 60W8753.

Nylon Socks for Men 1.85
In black, brown, gray and navy. Art. No. 30T110.

"51" Pen and Pencil Set . . 27.00
Famous Parker set that is an ideal gift. Art. No. 57T6554L.

Ball Bearing Skates 3.49
Nationally known Union Hardware brand. Art. No. 60T4815.

"Canteen" Shoulder Handbags, 3.54
For teen-agers. Brown, navy, red. Art. No. 30X4483.

Luxurious Silk Squares . . . 8.95
Pure silk in beautiful floral designs. Art. No. 30T2614.

Ladies' Implement Sets . . . 4.89
Contains file, cuticle scissors, and other manicuring items. Art. No. 53T1415.

Tabu Perfume and Cologne
By Dana
Art. No. 53W690—1-gram perfume 3.90
Art. No. 53W694—4-oz. cologne 5.10

All Wool Comforters 10.35
72"x90". Colors rose and blue. Art. No. 18B4566.

Hurricane Lamps 8.95
Sterling hollow ware. An ideal gift. Art. No. 48T8767T.



FREE "RUDOLPH THE RED NOSED REINDEER" 32 PAGE PICTURE-STORY BOOK at WARDS

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