



Gala Dresses

STYLED IN A FESTIVE SPIRIT FOR IMPORTANT HOLIDAY PARTIES

998

Just in time for the holiday whirl! A whole new collection of sparkling rayon gowns—beautifully styled dresses with crepes, beads or metal trims. Style sketched is typical of our selection. Choose yours today! You'll be amazed to find such variety at this Ward-low price. Junior, miss, half-sizes.



GIGANTIC SHIRT ASSORTMENT

Men's Sanforized® broadcloths in an assortment you'd never expect to find under \$3. Regular or spread collar styles in whites, stripes, fancies and new "dusty-tone" pastels. All colorfast! Choose now.

249

Broadcloths

NEWEST IN GIFT NECKTIES

Choose his gift from our big Christmas selection of latest patterns and colors. Generous sized wrinkle-resistant rayon.

100

*Less than 1% shrinkage



GIVE HER A BEAUTIFUL WATERFALL CEDAR CHEST!

Tastefully matched Burl and striped Walnut veneers over 3/4-inch Tennessee Red Cedar for extra beauty—extra protection! Distinctive Marquetry inlay... convenient self-rising tray. Inscribed bronze gift plaque with each purchase.

49⁹⁵

Buy on Term!

Wards Gift Values...

A BETTER GIFT, FOR THE PRICE YOU PLANNED TO PAY!



9th and Pine

Phone 3188



Give Her Lingerie!

LOVELY MULTIFILAMENT GOWNS

For an oh-so-welcome gift, or for yourself. Wonderful fit, fine quality crepe and dainty detailing puts this gown into the luxury class. Sweeping bias cut skirt, lace top. White, pink, Nile, maize. 32-40.

3⁹⁸

A Joy to Wear!

MULTIFILAMENT RAYON SLIPS

A lingerie gem! She'll love the luxurious lace trimming and the bias cut that insures perfect fit. Choose from a wide variety of newest styles in pink, white or blue. Come in and see them today! Sizes 32-44.

2⁹⁸

Get Her's Now!

RUNPROOF RAYON-KNIT PANTIES

Wards own rayon knit flares of 2-bar tricot knit rayon... as practical as they are pretty. Smooth-fitting flare style in white, and soft pastels. Small, medium and large.

79^c

Perfect Gift!



GIVE HER CAROL BRENT NYLONS

15-denier, 51-gauge dress hose attractively packaged. They're full-fashioned hosiery with flattering hair-line seams. Season's newest shades. 8 1/2-10 1/2.

Per Pr. 1¹⁵



HAWTHORNE "50" FOR BOYS AND GIRLS

Christmas choice of any boy or girl! With New Departure brake, kick stand, chain guard, "Air-Cushion" balloon tires!

39⁹⁵

HAWTHORNE "70" TANK BIKE

With New Departure brake, Delta headlight, horn built in the tank, Riverside "Air-Cushion" balloon tires!

49⁹⁵




MEN'S SHORTS IN 2 STYLES!

69^c

Sanforized broadcloths—yoke front and boxer styles. Colorfast patterns.



MEN'S LEATHER GIFT GLOVES

298

Popular slip-on style in choice of imported leathers. Lined and unlined.



SPORT SHIRTS IN 3 STYLES

298

Men's Sanforized cottons, flannels, and rayons. In new plaids and colors.



MEN'S BRIGHT BLAZER SOCKS

29^c

Fine combed cotton in brilliant wash-fast colors. Sock length. Sizes 10-12.