

# Ward's - The Gift Store for the entire family

## Gift Suggestions

To help your Christmas shopping! Ward's big volume buying makes the low prices possible.

### GIFTS FOR

#### MOTHER

- She Will Like Them All! Costume Jewelry 49c to \$1.98
- Fountain Pen Sets \$2.98 to \$4.98
- Cedar Chests \$4.85 to \$36.95
- Hosiery 25c to 98c
- Bed Spreads \$1.98 to \$3.98
- Lingerie 79c to \$1.98
- Gyrators \$81.50 to \$131.50
- Electric Sweepers \$12.80 to \$18.25

### GIFTS FOR

#### FATHER

- Dad Will Get a "Kick" Out of These!
- Cigarette Lighters \$1.98 to \$3.00
- Smoking Cabinets \$4.95 to \$14.45
- Traveling Sets \$4.98 to \$9.98
- Radiator Caps \$1.68 to \$2.29
- Bath Robes \$2.98 to \$4.98
- Shirts 98c to \$1.48
- Scarfs \$2.98 to \$3.98
- Handkerchiefs 10c to \$3.98
- Neckties 79c to \$1.49

### GIFTS FOR

#### Grandmother

- Practical Things - And Pretty!
- Colorful Shawls \$3.49 to \$6.98
- Handkerchiefs 5c to 25c
- Hosier 25c to 39c
- Lingerie 69c to 98c
- Bath Robes \$2.98 to \$6.98
- Scarfs 98c
- Dresses \$1.98 to \$2.98
- Gloves 59c to 98c

### GIFTS FOR

#### Grandfather

- Everything To Make Him Comfy!
- House Slippers 98c to \$2.29
- Bath Robes \$2.98 to \$7.48
- Smoking Stands \$4.95 to \$14.45
- Shirts 69c to \$1.48
- Hosiery 15c to 49c
- Neckties 25c to 98c
- Gloves 15c to \$2.79
- Hats \$2.98 to \$3.98
- Scarfs \$2.98 to \$3.98
- Bill Folds \$3.98



### WARM - COMFORTABLE SHAKER SWEATERS

For Men and Women \$2.89

A warm, comfortable sweater is a gift that will be appreciated the whole year round. Ward's Shaker sweaters are excellently made, warm and durable for sport or general wear. Women's sweater coats are very smart with their fancy stitching and contrasting stripes.

For Girls and Boys 98c

Winter sports will be lots more fun if you give the girls and boys these warm, smart Shaker sweaters. Made for durability. Sizes 3 to 14.

Other Sweater Values \$1.98

Shakers and slip-overs at prices much below ordinary for sweaters of quality. All are warm, well made and durable. Sizes 36 to 42.

Men's Three-Piece Belt Set \$1.00

A gift that is certain to please a man! Cowhide belt with fancy buckle and belt chain—of 20-year guaranteed silver plate. The belt, genuine Cowhide leather, will give long wear and keep its new appearance.

Fleecy Cotton Pastel Blankets 98c

Are fluffy, close-woven in pairs... a gift any housewife will appreciate. Size 70 by 80 inches.

A Rich, Brocaded Bedspread \$2.98

Of durable cotton and rayon. In five lovely colors. Size 81 by 108 in. Other Bedspreads \$1.98 to \$3.38.

The Gift Of Gloves \$1.98

It is always an appreciated one. Washable fabric gloves have embroidered cuffs, also slip-on styles. In new shades.

Charming Silk Chemise 98c

Exquisite silken gowns in delicate pastels. Some are tailored, with hemstitching and tiny ruffles their only trimming—others are frilly with lace.

Christmas Tree Light Outfits GENUINE MAZDA—NATIONALLY ADVERTISED.

For use on any 110-120 volt current. EIGHT-LIGHT OUTFIT—With beads to hold lights on tree. For indoor or outdoor use. Genuine Mazda bulbs. With 2-piece plug. \$1.10

EIGHT-LIGHT OUTFIT—For indoor use. Assorted colors... flexible cord with handy add-a-light prong type plug. Genuine Mazda bulbs. \$1.10

Heavy Steel Zeppelins BRING PLENTY OF THRILLS \$1.39

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. Other Model Zeppelins \$4.47.

### ALWAYS - WELCOME GIFTS FOR MEN AND BOYS

Plain and Figured Dress Shirts \$1.48

A gift that receives the same enthusiastic welcome no matter how many duplicates there may be. In madras and broadcloth, plain white, stripes and figures in varied assortment of colors. Sizes 14 to 17.

Tailored Shirts For Boys 98c

Fine broadcloth shirts in plain colors, stripes and figures. Collar attached styles. Sizes 14 to 17.

Pajamas—An Acceptable Gift \$1.39

Gift pajamas of splendid quality percales with contrasting color trims. Rayon tongs. Drawtape at waist of trousers.

Smart Ties For All Tastes 79c

Snappy stripes, neat small figures and large, more daring patterns. Plain colors and pastels. All are wool lined.

Colorful Costume Jewelry 49c

In an enticing array of gay colors. All the latest novelties—brooches, necklaces, earrings, hat pins, shoe ornaments.

Decorative Turkish Towel Set 98c

—consists of a soft white towel and two wash cloths with fast color borders in blue, gold, green or pink. In a gift box.

Gay Colored Bath Mats \$1.25

In green, rose, or blue with a design in white. Thick, absorbent. Size 19x32 inches.

Handkerchiefs

Finest Irish Linen—Hand embroidery trimmed. A variety of borders. Each 23c

Porto Rican Handkerchiefs of sheer linen. Porto Rican hand embroidered. Variety of patterns. Each 29c

Handkerchiefs with Corners or applique. Pure Swiss Linen. Each 45c

Filmy, Lacy Dance Sets \$2.98

Delightfully frivolous panties and brassieres of crepe de chine or georgette. There are tailored sets, too—in flesh, egg shell, Nile green.

Toast Two Sides of Bread at Once! \$6.98

SPEEDY OVEN TOASTERS—Both sides of two slices of bread are toasted at same time! Sturdy and attractive.

A Practical Gift to Lighten the Housewife's Labor Wardway \$81.50

Gyrator —and you save \$50 to \$80! Don't buy any Washer until you try the Gyrator! It has all the features of Washers selling for as much as \$165. See it DEMONSTRATED IN OUR STORE—NOW. 8-position Safety Wringer. No center post to tear clothes. Splash-proof Electric Motor. All copper tub keeps water hot. Sold on Easy Payments.



\$1.00

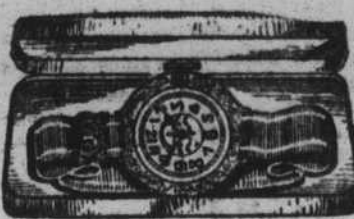
COLORS Nude, Ecstasy, Glistening Gun Metal Algerian Sun Brown

GOLDEN CREST Sheer Chiffon or All Silk Service.

HOSIERY—the Ideal Christmas Gift. A Gift to charm any feminine heart... exquisitely sheer chiffon or service weight of a fine even texture. Full-fashioned, silk to the top. French or pointed heel.

Attractive Compacts 95c

A dainty compact makes a gift that any woman will appreciate... and here at Ward's you may choose from a fine assortment of the newest styles. The style illustrated has a white metal case, decorated with floral enameled panels. Loose powder sifter style, fitted with rouge and mirror.



A Dainty Watch \$6.75

Has a white gold plated case, guaranteed for 10 years! Thoroughly reliable. Very attractive with its silvered dial and black ribbon. Other Watches \$8.85 to \$35.48.



Gold Bond "Treasure Sets" \$4.48

Make beautiful gifts. Fountain pen and pencil of iridescent pearl and black jet effect with 14-karat gold points. Guaranteed a lifetime! In an attractive gift box.

DAINTY GIFTS OF LINGERIE Women's Lovely Crepe-de-Chine Gowns \$4.98



## Gift Suggestions

For Beau or Brother—Sweetheart or Sister—and for Home and Baby.

### GIFTS FOR — Sweetheart —

- A Real Thrill—A Real Gift!
- Jewelry 49c to 98c
- Wrist Watches \$6.75 to \$8.85
- Compass 50c to \$1.98
- Fountain Pens \$1.00 to \$2.85
- Portable Phonographs \$10.00
- Hosiery 98c to \$1.98
- Handkerchiefs 5c to 45c
- Gloves 59c to 98c
- Negligees \$2.98 to \$6.98
- Candy 25c to 49c
- Cedar Chests \$14.65 to \$29.95

### GIFTS FOR — BEAU —

- Masculine Charm In Every Line!
- Cigarette Lighters \$1.98 to \$3.00
- Bill Folds \$3.98
- Traveling Sets \$4.98 to \$9.98
- Gloves for every need \$1.79 to \$2.85
- Handkerchiefs 10c to 35c
- Shirts \$1.45 to \$3.35
- Socks—Wool or silk 25c to 49c
- Neckties 25c to \$1.49
- Bath Robes \$4.98 to \$7.48
- Scarfs \$2.98 to \$3.98

### GIFTS FOR THE — HOME —

- To Bring Cheer Throughout the Year!
- Clocks for any room \$1.29 to \$3.89
- Bridge Lamps \$7.45 to \$14.95
- Hemstitched Linen Sets 89c to \$1.79
- Magazine Racks \$2.95 to \$5.15
- End Tables \$1.69 to \$5.35
- Rugs (great variety) \$25.45 to \$37.75
- Vacuum Cleaners \$15.00 to \$24.00
- Gyrators \$81.50 to \$131.50
- Sewing Machines \$25.50 to \$50.75

### GIFTS FOR — BABY —

- Dainty and Adorable Things!
- Baby Bunting \$1.95 to \$5.00
- Baby Cribs \$3.95 to \$14.85
- Auto Cars \$6.45 to \$17.98
- Baby Books \$2.98 to \$3.98
- Comb and Brush Set 45c to 98c
- Jewelry 69c to \$2.25
- Blankets 98c to \$1.98
- Shoes 49c to \$1.00
- Dresses 49c to 98c
- Spoon Sets \$2.00 to \$3.00

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!

# MONTGOMERY WARD & CO.

139-141 SOUTH LaFAYETTE ST. STORE HOURS:—8 A. M. TO 6 P. M.

SHELBY, N. C.

PHONE NO. 167. 8 A. M. TO 9 P. M. SATURDAY.

Christmas Boxes Free With Every Purchase

To make each gift more attractive and to make your shopping more convenient, we present a suitable Christmas box with each article that you buy.