

Ward's - The Gift Store for the entire family

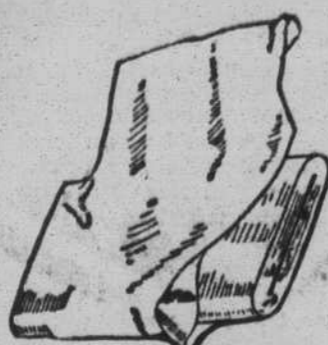
SILKS FOR CHRISTMAS GIVING

ALL RAYON PRINTED FLAT CREPE Per Yard **\$1.49**

The material for a new frock of printed rayon makes a gift that is certain to be appreciated. A supple, lovely fabric with most intriguing patterns. 39-inch width priced low at Ward's.

Rich All Silk Satin Crepe **\$1.98** Per Yard

She may have a frock, ensemble or coat if you give her this beautiful satin crepe. Interesting assortment of colors. 40-inch width. A compelling value.



A PRACTICAL GIFT!

COLORFUL BATH SETS

Hemstitched Sheets Each **\$1.49**
81x99. Superior quality bleached sheets. For double beds.
Pillow Cases Each **39c**
Leached pillow cases, 42x 3 inches. Neatly hemstitched.

3 Piece Set **98c**
One towel and two wash cloths in gift box. Snow white terry weave. Fast color borders.
Attractive Bath Set **75c**
Three pieces in absorbent white Turkish weave with fast color borders. In attractive gift box.

ATTRACTIVE GIFT COMFORTERS!

Fine Cotton Challie **\$3.98**
Give her luxurious comfort with one of these lovely comforters. Covered with fine cotton challie. Lustrous saten for double insert border. 70x80 in. Staple Cotton Blankets in attractive plaids, 70x80, **\$1.98**

Costume Jewelry
Smart New **\$1.98**
Charming but inexpensive gift that all women appreciate. Brace lets, pins, necklaces, etc., that cleverly simulate much more expensive jewelry. Unusual values.

GIFT SPECIAL FOR \$1.00 Non-Breakable Fountain Pens For Men and Women

"WARDRITE" pens have non-breakable barrels; 14-karat gold points and gold filled pocket clips. The large size for men is 6 3/4 inches long, open. In GREEN-RED-BLUE-MAHOGANY. The medium size for women in the same smart colors measures 5 3/8 inches, open. YOU PAY MUCH MORE FOR THE SAME QUALITY ELSEWHERE!

Glow Heater **\$5.29**
The ruddy, comforting glow of this double Power Heater will be a constant reminder of the thoughtfulness of the giver. A general favorite with the whole family in living room, bedroom, bathroom. Priced low for gift hunters.

Curling Iron **49c**
Our finest curling iron would be a happy choice for many women. In green, orchid, red or ivory. Detachable cord.

Smart floor lamps **\$7.95**
Gifts the whole family appreciate, for few homes have too many lamps.

Bridge and Table Lamps **\$5.95**
Attractively finished bases and lovely shades make these lamps charming additions to any home. Priced most interestingly low for Christmas gifts.

Electric Percolators **\$2.69**
Any woman would be proud to own one of these beautiful percolators. Complete with cord and plug. An unusual value.

Electric Irons **\$4.79**
Quick Heating
You may be assured that you gift is one of the best of its kind if you give one of these 3-year guaranteed irons.

Improved Electric Toasters **\$4.95**
Two-slice, turnover toaster. Nickel plated. Red handles. A very fine toaster at an extremely low price. A gift any housewife will appreciate.

BRIDGE JUNIOR AND TABLE LAMPS
In every fashionable shape and color.

LAMPS FOR CHRISTMAS GIFTS.
See Our Complete Line.

You Save When You Buy at Ward's

We haven't looked in a shining crystal to foretell your needs - yet we have foreseen that you want gifts that charm at moderate prices! So our stocks have been assembled accordingly. Whether you want a so-called practical gift, or one that thrills by its beauty and charm - you will find it at Ward's!

Big Volume Buying - Rock Bottom Prices

Sound business principles - and highly efficient buyers in every merchandise field enable us to give the millions of customers in our nine mail order stores and nearly 500 retail stores the money-saving prices that come in the wake of big volume buying! You save at Ward's!

Use Ward's Lay-Away-Plan CHOOSE YOUR GIFTS NOW While Everything is Spick and Span Save Yourself the Strain and Stress of Last-Minute Buying

It is easier to make a decision - and buy the right thing - when you are neither hurried, nor worried, nor tired. That is why we urge you to use our Lay-Away Plan - the thrifty way. A small down payment holds your purchases until wanted.

Attractive Gift Boxes - Free! With every purchase you are given a decorative gift box in which to pack your gift distinctively and attractively.

DO YOU WANT A GIFT - FOR AN ADORABLE BABY?

Then see these dainty things! Designed to bring smiles to wee faces - and joy to their fond mothers!

Hand Decorated Toilet Sets - In an attractive gift box. Ivoryette comb, brush, soap box. Pink or blue. **49c**

Lovely Bonnets - Trimmings in the latest Baby fashions. Rayon - silk - crepe de chine. **49c**

All Wool Sacques - Cunning styles in tie or button fronts. White with pink or blue trim. **69c**

Hand Crocheted Booties - All wool, and so adorable that Baby will be proud to wear them. **23c 35c 43c** Special value.

Carriage Robes - Of Esmond China Cotton - closely woven with dainty shell edges. Blue or pink trim. **\$1.59**

Toilet Baskets - Hand painted and decorated. Pink or blue. **\$1.00**

Rattle Head Dolls - Fancy Rattles - Assorted colors **10c** Individually boxed **10c**



TOYLAND IS JOYLAND



A Clown Tea Set **79c**

Little housewives will love this 23-piece set, decorated with jolly fat clowns wearing tan and green suits. Tea pot, creamer and sugar, six cups and saucers - even little aluminum napkin rings!

5.39

Coaster Wagon

The strongest, fastest wagon ever! One of these wagons traveled from Chicago to New York in a record-breaking endurance trip! Roller bearing wheels; 16x36-inch maple wagon box; weather proof varnish finish; quick acting brake.

Others Wagons \$4.10 to \$7.39

FASCINATING GAMES FOR THE WHOLE FAMILY TO PLAY



Rubber Horseshoes or fun indoors or out. Pegs are fastened to steel plates marked in rings. **77c**



A Carrom Board in which you can play 57 games including parlor pool and rokinole. Beautifully finished veneer. **\$4.48**



The Game of Rook deck of cards with which you can play 12 exciting games - 9 for adults, 3 for children. **63c**



PARCHEESI the old favorite. A good quality ten board, dice, dice cups, ass bound. **87c**



Erector Set For The Beginner **\$1.49**

Fascinating - instructive - these steel sets make bridges, bicycles, trucks - hundreds of different models! A fully illustrated manual is included. You couldn't find a better gift for a boy!

7 1-8-Inch Drums Leather-Head **\$1.00**

A real value! Genuine sheep-skin head... tough fiber bottom. Two snares and khaki webbing shoulder tape. Two hardwood drum sticks. Metal sides... colorful decorations.

BANJO UKE - The right size for children. Fretted finger board, real skin head, 4 cat-gut strings. Instructions included. Easy to learn. **93c**

10-Key Saxophone all metal, nickel-plated finish... plays simple melodies. Reed notes. **\$51.75**

A Cunning Boy Doll **98c**

A child any little girl will be proud of! He wears a knitted suit with pearl buttons down the front - and a cap to match. His chubby pink cheeks and face are of a waterproof, hard-to-break composition. 16 inches tall.

"GOLDEN CREST" HOSIERY

An Always Appreciated Gift!

All pure silk from top to toe! Sheer chiffon - so chic and charming and service weight of equal beauty. Popular colors.

\$1.00 and \$1.49

French or Pointed Heels.

The Gift of Irresistible Appeal - Coty Perfumery

Chypre Perfume - Exquisitely fragrant! Regular \$6.75 size. **\$6.35** 2-ounce bottle.

Paris Perfume - A favorite odor! Regular \$6.75 size. **\$6.35** 2-ounce bottle.

Emeraude Perfume - 3-ounce bottle in a lovely box with tassel. Regular **\$6.65** 7.25 size.

L'Origan Perfume - A subtle fragrance. Regular \$7.00 size. 2-ounce **\$6.57**



Save You One-Third

Genuine Swiss Movement **\$11.25**

GIVE "HIM" A STRAP WATCH! This Swiss movement is an ideal time-keeper... fully guaranteed. White gold filled case; silvered dial; luminous hands and figures to show time in the dark. Leather strap.



WOMEN'S SWEATERS OF A BRIGHT GAIETY

Keeping with the Season **\$1.98**
Sweaters in warm bright colors make most attractive and "Christmasy" gifts. Knit in fine, soft, wool yarns, often with laces or modernistic patterns in lustrous rayon. There are styles to please everyone - slipovers cardigans, round or V-neck styles. Sizes 36 to 42. Others at \$3.98.

A GOOD UMBRELLA the Practical Gift

\$8.98

Women's umbrellas are very fashionable with their sixteen ribs and novelty handles. Strong, lustrous, silk and cotton tops. In black and colors.

Little Umbrellas for Children. **\$1.00**

Just as smart as Mother's! 7-rib, with pretty handles and taffeta covering in various bright colors.



Good Golf Outfit At a Real Money-Saving Price

\$11.95

Style and quality combined! A gift that will delight the golfer - and you save one-third. Full size clubs have hickory shafts with genuine leather grips. Good grade bag with metal bottom, large ball pocket. Padded leathery carrying strap. Brackets, Midiron, Putter, Mashie and bag.



Stanley Tool Set - Beautifully Lacquered

A Christmas Special **\$4.75**

You must have good tools for good work! Stanley tools are used by skilled carpenters and in Manual Training classes. Hatchet, Bit Brace, Chisels, Auger Bits, etc. Complete with chest. A big value.

MEN'S BATHROBES ARE COLORFULLY SMART

Of Beacon Blanket Cloth **\$7.48**

Fashioned of Beacon blanket cloth and finely tailored. Spacious pockets - reinforced seams. Bright clear color combinations, harmonizing rayon cord with tassel.



MONTGOMERY WARD & CO.

189-141 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.

MAN'S TOOL CHEST

