

Ward's - The Gift Store for the entire family

Christmas shopping at Ward's is a delightful adventure -- instead of a wearisome bore! For here is a vast array of quality merchandise -- at substantial savings -- due to the buying power of our nine Main Store Houses and nearly 500 Retail Stores. There are gifts of fashion and of service -- for every member of the family!

SEE OUR CHRISTMAS GIFT ADVERTISEMENT IN THE SATURDAY EVENING POST, DECEMBER 14.

GIFTS FOR BABY ARE CUNNING -- AND SO INEXPENSIVE



HAND DECORATED BRUSH AND COMB SETS— In blue or pink. Ivoire comb, brush, soap box and rattle. In a lined gift box. **49c**

DOLLS WITH RATTLE HEADS— Will keep any baby amused for hours. In bright, water-proof colors. **10c**

HAND CROCHETED BOOTIES— In pink and white or blue & white. All wool. Infant's size. Other Booties 35c to 45c **23c**

Pretty Bonnets— With becoming frills and touches of handwork. In rayon, crepe de chine or wool. Other Bonnets at 98c **39c**

See Our Complete Line of Baby Clothes.



The Gift of One Woman to Another— Dainty Lingerie

Smart Tuck-In Pajamas— Are gayly striped in blue or rose. Of fine mercerized broad cloth. Very popular with college girls. Sizes 15 to 17. **\$1.98**

A Charming Dance Set— Is flower-like with its delicate pastel colors and petaled step-ins. The brassiere is carefully shaped. All silk crepe de chine. Sizes 32 to 40. **\$1.95**

Step-In Chemise— Of crepe de chine are trimmed with creamy lace, fine pleats and a ribbon girdle. In flesh, Nile, blue. Sizes 32 to 40. **\$1.95**

Crepe-de-Chine Gowns— Are exquisitely tailored. Of a fine heavy quality, trimmed with hemstitching and ribbon rosebuds. In pastel colors. Sizes 16 to 18. **\$4.95**



Triangle Scarfs . . . Are Hand-Painted In Gay Colors **98c**

Any girls or woman on your gift list will appreciate a smart scarf. These are of heavy crepe de chine -- very smart and gay in color and design.

A Decorative Bath Towel Set

THREE PIECES **75c**

Following the vogue for color, this set of towel and two washcloths has fast color borders in a charming swan design. White with pink, blue, green, orchid, or gold. Packed in an attractive gift box. Embroidered Guest Towels at 98c

Lovely Gift Hosiery

Filmy Chiffon **\$1.00** Service Weight

GOLDEN GREST silk hose . . . the perfect way to say "Merry Christmas!" Gossamer chiffon, or shimmering service weight . . . silk to the very top. Modish French heels. Delicate lisle lines the silk feet. In all the exquisite new shades.

Every Pair in a Gay Gift Box



'A BOTTLETOT' Just like a real baby

16 Inches tall **\$6.19**

How cunning! She can sit alone -- and hold her bottle! Wears her first short dress of crisp organ-dy . . . bonnet to match. Socks and booties, too. Goes to sleep -- and cries.

Doll Furniture 87c

Joy for young housewives! Gilded metal . . . parlor . . . suite. Seven pieces. Sofa 3 1-4 in. long; 3-inch piano lamp.



For proud little Mothers

\$3.95

A doll buggy in round fiber red; beauty roll on hood, transparent windows. Reclining back . . . foot brake . . . artillery wood wheels with 1-2-inch rubber tires. Ivory with blue diamond design. Holds 22-inch Doll.



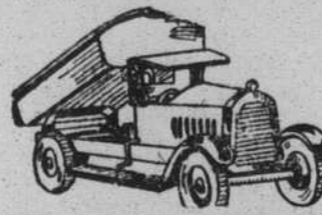
Clown Tea Set 79c

parties with these cunning clown dishes! Complete 23-Little folks love to have tea piece set, as practical as it is quaint. See this toy value--so moderately priced!



40-Inch Electric Train \$9.47

A REGULAR 20TH CENTURY PASSENGER TRAIN--with Pullman, baggage and observation coaches! To thrill small boys! Cut-through ventilators and windows. Electric lighted. Equipped with cow catchers front and back.



Dump Trucks .. 19-gauge Steel 98c

Red dumps with a crank at side. Truck will hold a 200 pound man! Rubber tires molded on steel base. Blue enamel with red fenders, wheels and cab. 4 by 7 inches.

Electric Lights \$1.10

For Christmas decorations. Genuine Mazda bulbs in assorted colors. Series of 8 connected sockets on flexible green cord with handy add-a-light prong plug.



Sport Velocipede Safe and -- \$6.75

Sells at other stores for a much higher price! Full ball-bearing, seamless bicycle tubing. Rust-proof spokes in wheels, auto tread rubber tires. Double coil spring bicycle saddle. Enameled blue with yellow striping. Diameter: front wheel 16 inches.

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! **FREE CHRISTMAS BOXES WITH EVERY PURCHASE.**

Little Coats For 1 TO 4 Year-Olds.

Woolens -- Flannels -- Velvetens -- Velours

WARM AND COLORFUL **\$2.98**

Youngsters will be proud of a brand new coat--and it makes a practical gift. Smartly tailored with cozy collars that button up snugly about the throat. In all the new colors.



For Very Little Folks

Crepe-de-Cine Coats **\$3.98**

Dainty little coats in pink, blue or white are interlined for winter weather. Sizes 1 to 3. Take the Children To Toyland.

Genuine Clark Lighter 89c

A real gift! At a worth-while saving to you! Dependable lighter and case covered with real leather. Modernistic design. Fits easily into vest pocket. **NATIONALLY FAMOUS CLARK LIGHTERS \$1.79**



Electrical Gifts For The Family



Turnover Toaster **\$2.98**

Turns toast when door is pulled down. Nickel plated . . . two red handles, red cord. Toasts two slices of bread at one time. A bargain!

Waffle Iron \$6.85

A handsome gift. Base securely fastened, making a permanent tray. Beautifully polished. Drip-proof aluminum griddles require greasing first time only.



9-cup Percolator **\$3.75**

Body of heavy gauge aluminum, beautifully polished. Non-heating ebonized handle. Starts percolating quickly. Fiber tipped feet protect polished surfaces.

Automatic Electric Iron **\$4.79**

Adjustable -- set the handy control button . . . correct temperature is maintained. A new ironing convenience! Green enameled shell and handle. Wrinkle-proof edge.



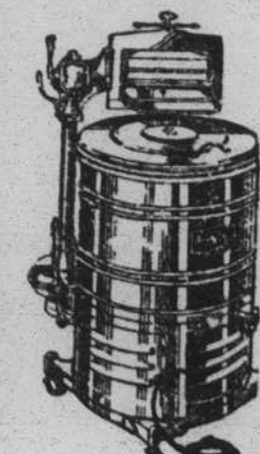
Glow Heaters **\$5.29**

Quickly drives out the chill! Two heating elements generate flood of heat. Heavy cast metal base in burnished gold.

Wardway Electric

Gyrator Washer **\$81.50**

Clean clothes in a jiffy! Dainty fabrics or heavy garments come out spick and span in from 3 to 7 minutes! No center post; all-copper tub keeps hot water hot; 8-position instant release wringer. Splash-proof electric motor. Saves you \$50 to \$80.



The Modern Housewife Likes to Use the Majestic Vacuum Cleaner \$34.50

As Advertised in The Saturday Evening Post of December 14. Gets all the destructive dirt! Ball bearing . . . easy to operate . . . trouble free switch in end of handle grip. Motor-driven brush cleans rugs, draperies, upholstered furniture and clothing. Picks up lint, thread, pins. Ward direct-to-you price saves you money. See the Majestic demonstrated in our store. Guaranteed for 5 years.



SWAGGER NEW SWEATERS IN HOLIDAY COLORS For Women and Misses

\$1.98

These sport slipover sweaters have an air of casual smartness with their modernistic patterns in lustrous rayon -- their soft woolen yarns. "V" and round necks. Sizes 30-42. Other plain and fancy styles at **\$2.39**



Heavy Wool Shaker Sweaters \$4.98

Heavy all wool sweaters for outdoor wear have great shawl collars. Slipover and coat styles. Red, navy, buff and white.

AUTO ROBES MAKE EXCELLENT GIFTS 100% All Wool \$3.75

Any car owner will be delighted with one of these warm car robes. In various plaid patterns of soft blending colors, they are also useful as steamer rugs -- as extra blankets -- for the home -- as a warm protection at football games. Ordinarily you would pay \$5.00 for robes like these.



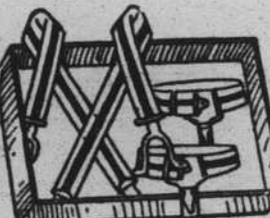
Pure Wool 58x80 Inches \$4.75

A larger robe, also of pure wool. It is especially suitable for long cold auto rides since it is large enough to double. In a number of attractive color combinations.



Garter - Suspender Set 98c

A Useful Gift Latest vogue in men's suspenders and garter sets. Fancy colored elastic web -- brass trimmed -- adjustable buckles. Suitable for dress wear. Assorted colors.



SMART BELT SETS . . . \$1.00

A gift every man will like! Genuine leather belt, initialed nickel plated buckle, and watch guard! This is one of the values that make Ward's a famous Gift store. Trim and new! A regular \$3 value.



TAILORED SHIRTS \$1.98

Fine broadcloth and madras, plain colors and new printed designs. Sta-firm collars, will not wrinkle or curl. Pre shrunk neck band -- double cuffs. A regular \$2.50 value.



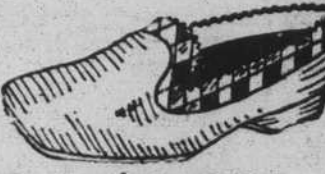
Colorful Ties \$1.48

Hand tailored, heavy silks with non-wrinkling lining. Good quality neckwear silk in new patterns and smart harmonizing color effects.



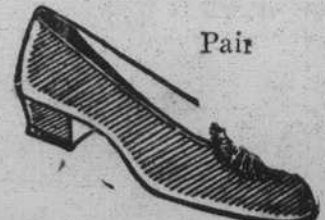
HOUSE SLIPPERS Comfy and Smart Warm Brown Felt-- \$2.00

Checked trimming, padded leather soles.



Genuine Kid Leather--

Restful rubber heels, leather lining. Rich brown leather, smart style.



OUR BIG GIFT SPECIAL! A Dollar Watch

For man or boy--or any household! A most extraordinary value, made possible because we buy thousands of them. Popular thin nonbreakable model with bright nickel case. American made, stem wind and stem set. Genuine leather fob and gold colored metal charm--airplane design. Staunch and sturdy--the watch for everyday use.

Women's Imported Handkerchiefs 19c

These feminine trifles of imported Swiss are pretty enough to please any woman. Bits of hand embroidery, hemstitched hems, delicate fillet corners make them very dainty. Other Handkerchiefs, 25c.

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.

