

millions will save millions at *Wards* this Christmas

Save \$35! Pay About 1/2 The Price of Nationally Advertised Sets.

Give Them the World

Get Europe Easily on this New Ward 10-Tube Radio

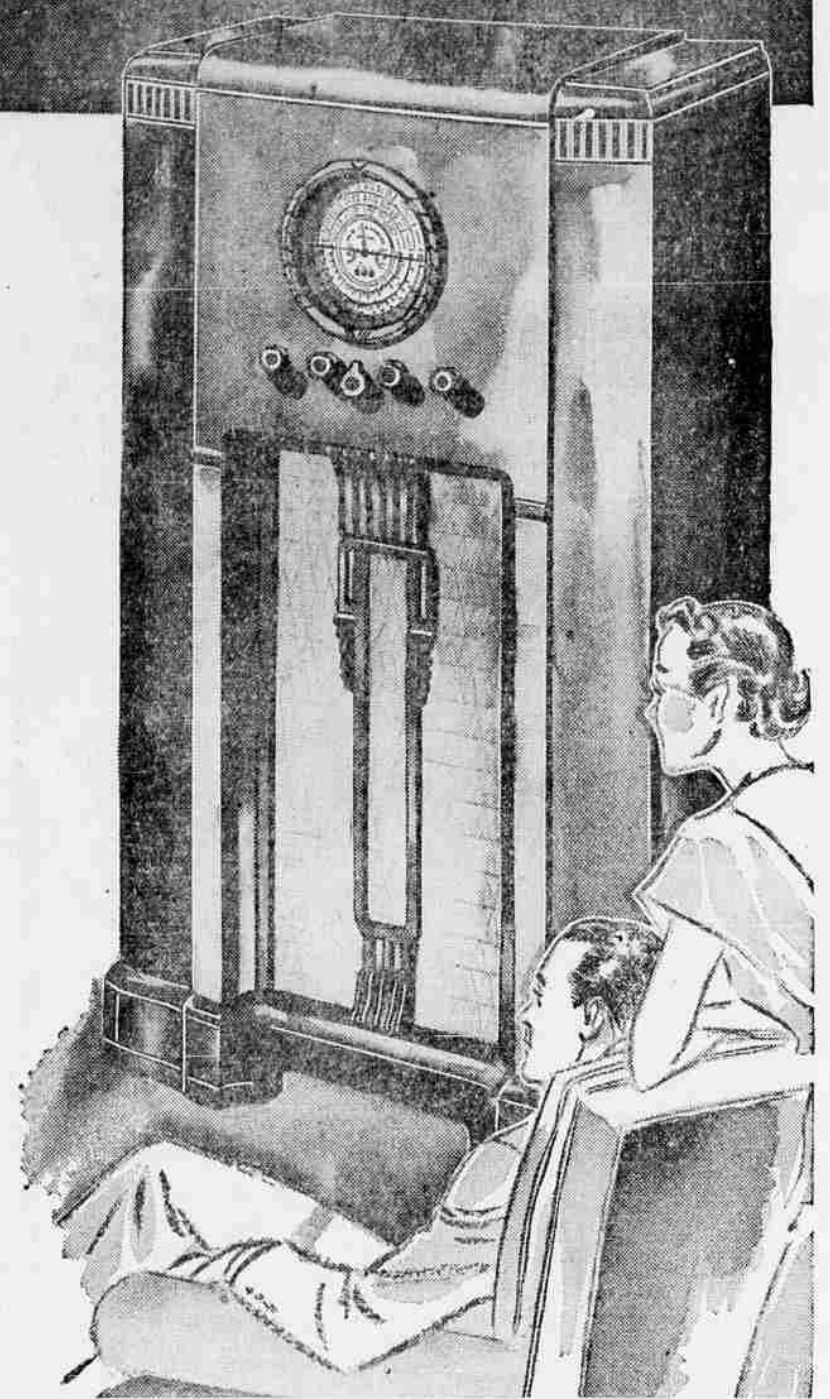
How can Wards do it! Here's a luxury-made radio . . . designed to give you finest High Fidelity tone . . . country-to-country foreign reception with latest Genuine Metal Tubes . . . built to highest standards . . . licensed by RCA and Hazeltine Laboratories . . . in a cabinet of gracefully simple lines . . . yet at about one-half the price you'd expect to pay!

Here's Why You Save So Much! You would have to pay \$95 or more for this radio if you bought it in the "regular" way. You'd pay the middleman—you'd pay for expensive national advertising. And the extra dollars would yield not one cent of radio value to you. At Wards you buy direct! You save all middle costs! You benefit by Wards huge volume—largest radio retailers in the world!

- New World Range Performance—Metal Tubes!
- Clearest 1936 Reception with High Fidelity!
- Brings in Distant U. S. Broadcast Like Local!
- Gives You Improved Long-Distance Foreign!
- City-to-City Police Calls, Amateurs, Ships!
- Instant Dial with Latest Micrometer Tuning!
- Many Other 1936 Features, Quality Points!

64⁹⁵

\$6 Down—\$7 Monthly—Plus Carrying Charge



TUBES TESTED FREE

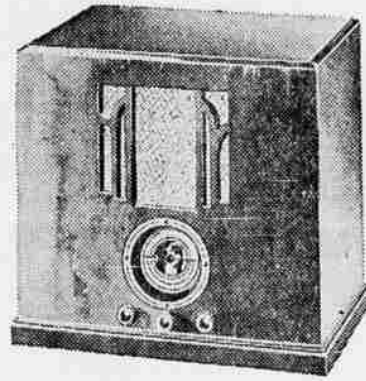
Metal Tubes . . . Powerful
World Range
Yet See This **30⁹⁵**
Low Ward Price!



Latest 1936 model! Get almost unlimited choice of the most popular foreign and American shortwave and broadcast. 2 Band Instant Dial, clean-cut separation of stations, 7 tubes, Automatic Volume Control, Dynamic Speaker.

Wards use Genuine Metal Tubes Get improved foreign reception! Self-shielding—rugged and clear-toned.

All Batteries Inside
Battery Radio
Save at This **27⁹⁵**
Low Price!



Priced so low that it is hard to keep it in stock! Good volume even on distant stations! Economical of battery "juice", 4 tubes (5 tube efficiency). Airplane dial. On-and-off indicator. Gets police calls.

Heavy Duty "B" Battery Tested, sealed, and dated at the factory. Four-Day Price **1.98**

Dad! Here's a Man's Gift For Your Boy!



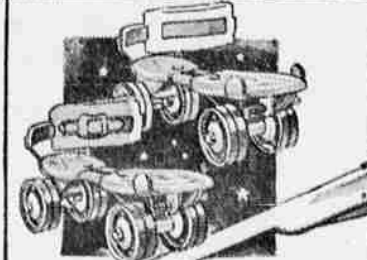
.22 CAL. RIFLE
8⁴⁵

A straight-shooting, hard-hitting, 8-shot repeating rifle—a regular Ward Quality rifle—at a special gift price! 24" accurately rifled barrel; chromium-plated bolt; gold bead hooded ramp front sight, new adjustable sporting rear sight, receiver peep sight; walnut finished stock—grooved fore end. Shoots 8 short, long, or long rifle regular or high speed cartridges. Tapped and drilled for Wards telescope sight. Sale priced 4 days only!



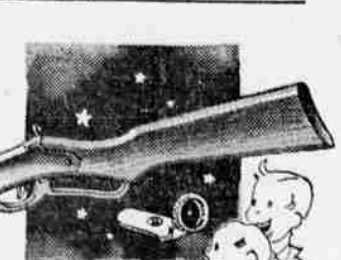
"Crimson Tide" Football
1.98

Autographed by Coach Frank Thomas of Alabama. Regulation size, shape! Top grain cowhide! Valve type rubber bladder! See it!



"Speedline" Roller Skates
1.85

- "Deadnaught" hardened wheels—outwear any type made!
- Steel ball bearings—18 in each wheel!
- Heavy steel frame!



1000-Shot King Air Rifle
1.75

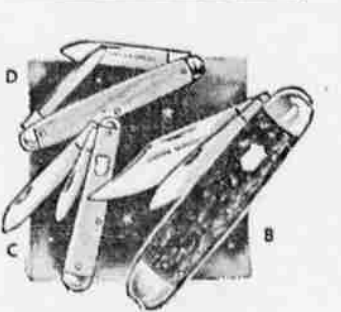
Only air rifle made with peep sight just like a real rifle! Accurate! 1000 shots without reloading! Fast lever action. Priced at



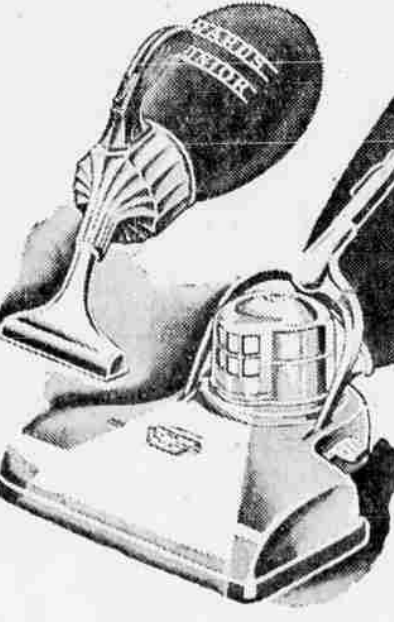
These Knives Give You MUCH GREATER VALUE!

- A—An ideal gift for outdoor boys and girls! Chain, compass, and knife with spear, can opener, screw driver, and cap-lifter blades! **29c**
- B—Extra sturdy jack-knife, usually priced at \$1.00! Clip and pen blades—straight, stag handle. **50c**
- C—Fine quality boy's jack-knife. Wards low price is only **25c**
- D—Wards finest pen knife; \$2 value. **1.00**

Heavy 3-blade cattleknife; \$1.20 val. **75c**
Boys' Scout Knife **\$1.00**



Housewives Hurry! 4 Days Only! 2 CLEANERS for Price of ONE!



Wards Supreme **\$39.95**
Wards Junior **9.95**
Regular Price **\$49.90**

Price Goes Back Up Monday

39⁹⁵
\$3 DOWN \$4 Monthly Plus Carrying Charge

DON'T MISS THIS GREAT 2-for-1 SALE!
What a value! Wards Bureau of Standards tested 12 famous cleaners, found only one equal to Wards Supreme—and that model sold for \$87.50! Hand Vacuum sells under maker's name for \$14.50! Remember, this great sale lasts 4 days only. Come in now! Other Ward Cleaners as low as \$21.50

SUPREME FEATURES

- Beating-sweeping action.
- Dirt-finder headlight.
- Foot-pedal nozzle adjuster with dial indicator.
- Rubber-mounted ball bearing motor oiled for life.

BIG 18-gal. Tub WASHER

Save about 1/4 washing time and save about 1/5 at Wards low price! Get all the latest features, including: faster-by-test double crown agitator, Lovell wringer with selective pressure and finger-touch safety release, concealed drain with dial control. Ask for Wards Standard Quality Washer!

With Briggs & Stratton Gasoline Engine, **\$95.95** Plus Carrying Charge

63⁹⁵
\$5 DOWN \$5 Monthly Plus Carrying Charge



Save Your Wife From Drudgery ELECTRIC IRONER

Complete your home laundry with Wards Ironer. Iron everything in comfort in about 1/2 usual time! Get automatic ironing pressure, dual controls and all features. Her makes selling the **49⁹⁵**

\$5 DOWN \$5 Monthly Plus Carrying Charge