

FURNITURE PRICES are GOING UP and UP and UP ...
... Yet Wards Stages a Sensational Christmas Sale

Upholstering Raw Materials Still Rising
 N. Y. Market Upholstering Prices Advancing
 Italian, Brazilian, see page
Mohair Yarns 20c Year Ago Now 70c lb.
 Prices Rise Sharply Upholstery Advances 100% in Four Months

GIVE THE GIFT THAT ENDURES... FINE FURNITURE

LIVING ROOM SUITES

3 Smart New Suite styles CUSTOM TAILORED TO YOUR ORDER and available in 11 coverings! Select the style you like—take your choice of the coverings in which it comes and it will be CUSTOM BUILT to your order! Don't delay, we may never be able to hold another event like this.

At Drastic Reductions



Occasional Chair
 Tufted seat. Covered in long-wearing tapestry, finished in luxurious walnut tone. **10.45**

Butt Walnut Top
 Beautifully matched butt walnut! Six large, heavy fluted legs! very low priced! **9.98**

Copper Lined Smoker
 28 inches high! Finest quality workmanship. With fittings. Walnut finished! **3.98**



Magazine Basket
 Just the right size with two deep pockets for magazines or books. Walnut finished. **1.29**

Tile Top Table
 \$7.95 value. Six 5-color tiles in top. Solid hardwood frame, walnut finished! **5.49**

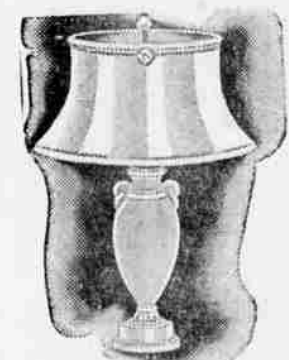
Combination Table
 Solid hardwood Magazine Pocket End Table. Walnut finish. Save! **3.29**



Solid Walnut
 Beautifully made end table unusually low priced. Carved legs. **3.29**

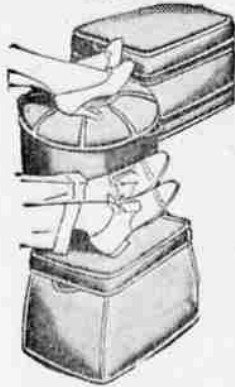
Magazine Table
 Handy Magazine Trough type in solid hardwood. Walnut finish. **2.19**

Extra Large Size
 Solid hardwood occasional table finished in rich walnut tone! Only **2.98**



China Lamps
 \$7.95 Elsewhere
4.98

You'll rarely see lamps like this at a price like this! They make lovely gifts! Fine quality china bases in delicate colors! Silk Shades!



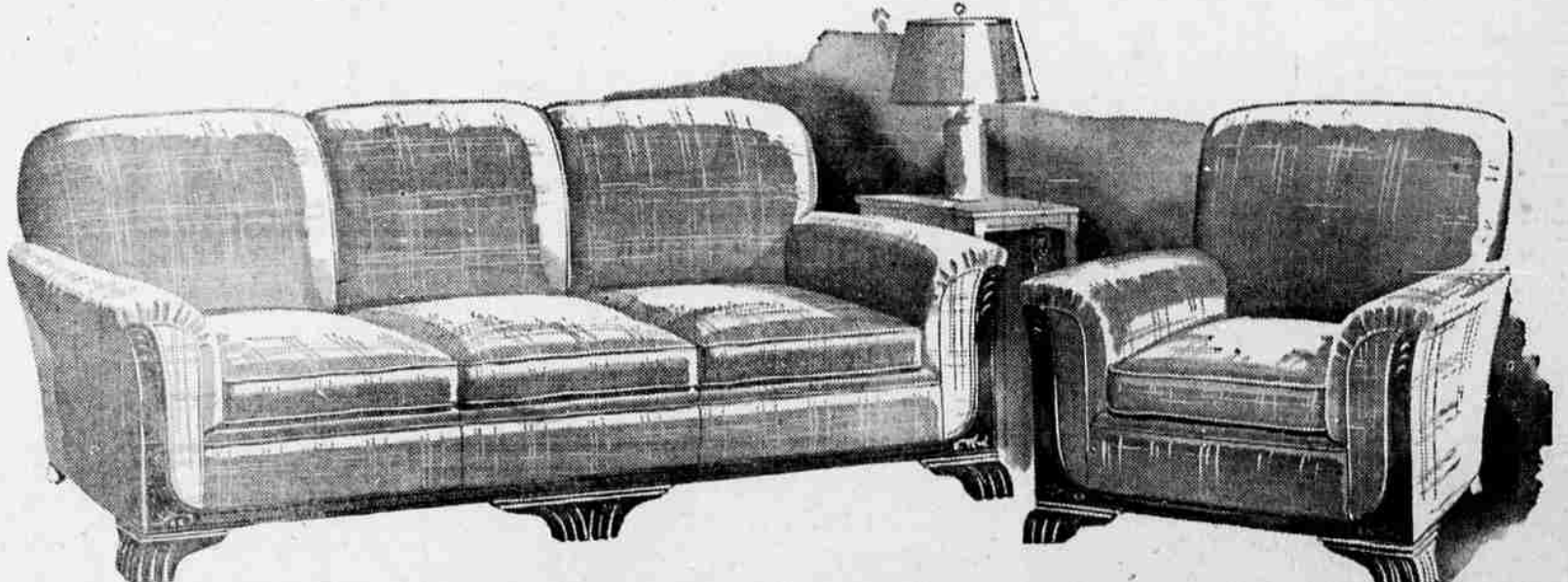
Lots of Your Friends Will Want These!
Hassocks
 Round!
 Oblong!
 Square!
1.39

Use them as footstools, radio benches or as comfortable cushions to sit on! Two handle tabs make them easy to carry! Colorfully covered in artificial leather! A fine, practical gift—Save!
 Others up to \$4.98



Walnut Veneered CEDAR CHEST
13.95

Chests of this fine quality usually sell for much more! All cedar lined with a rich, deep brown walnut veneered top!

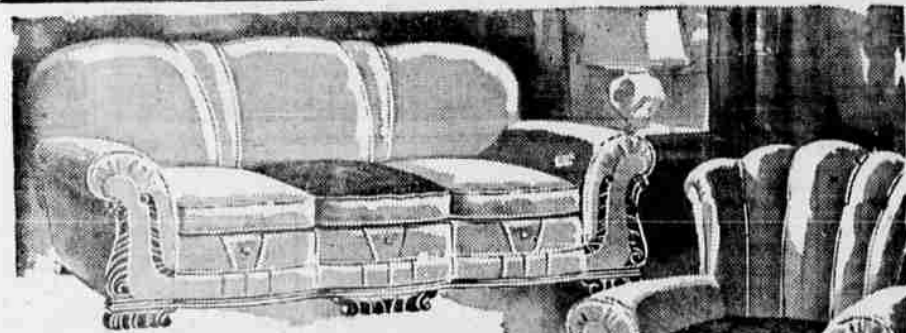


USE WARDS BUDGET PLAN
 A convenient way for responsible people to buy everything they need from Wards, when the total purchase is \$20 or more. Pay a little down, a little each month, with carrying charge.

\$69 Worth 94.50! Save 25.50
New Style Padded Arms
 Sensationally priced—New, modern styled pad arms—Richly finished decorated wood panels. Luxuriously comfortable with hundreds of softly padded coil springs—scores more than the average, that means life-long wear. Wards low price means money saved.

\$6 Down
 \$7 Monthly
 Small Carrying Charge

In Rayon Tapestry **\$84** In Rayon Velvet **\$94** In Curly Mohair **\$129**

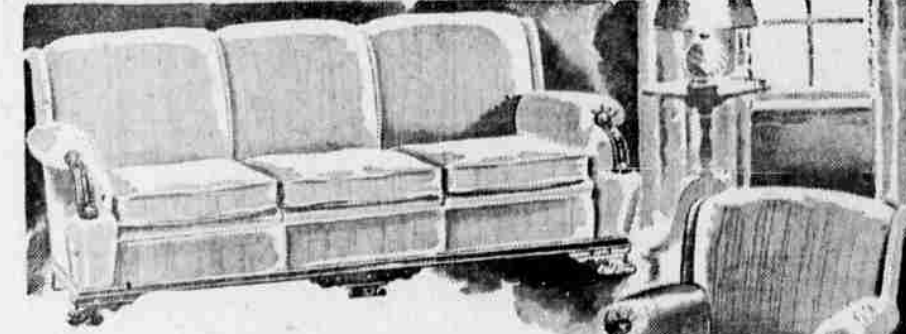


Angora Mohair Roll Arm Style
 You Save 20.95!
\$89

\$8 DOWN
 \$8 Monthly Small Carrying Charge

There's real BIGNESS to this suite—the davenport is 80 inches overall—the comfortable backs are 36 inches high and the deep seats have a life-long spring underconstruction! See the beauty of the luxurious mohair—note the richness of the walnut finished wood carving.

In Rayon Velvet \$89.00
 In Blended Mohair Frieze \$99.00

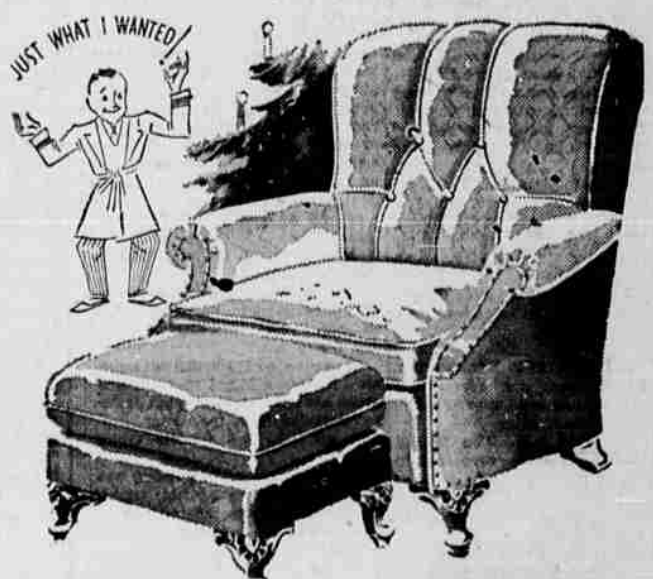


English Lounge Suite!
 Save \$25.95 **\$89**

\$8 DOWN
 \$8 Monthly Small Carrying Charge

Here's every restful line of massive English lounge furniture in a suite styled by the country's leading craftsmen—yet the price is remarkably low! Note the beauty of the striped velvet covering! See the new cone arms!

In Cotton Friezette . . \$79.00
 In Rayon Tapestry . . . \$84.00
 In Mohair Frieze . . . \$104.00



HERE'S A CHAIR THAT "OOZES" Comfort!

\$42.95
 \$5 down, \$8 monthly, Small carrying Charge

With Ottoman
 Here's the newest development in lounging comfort! Form Flex (form-fitting) back responds to the slightest movement. Rich and luxurious velvet cover.



Convertible LOUNGE CHAIR
 Either a lazy reclining type or an ideally comfortable chair for reading. Press the buttons—arms and back slide to desired position! **\$34.95**
 Ottoman, \$8.95



Pillow Back Lounge Chair
 With Ottoman
 Spring base developed for correct posture! In tapestry **\$23.95**

MONTGOMERY WARD
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