



This Christmas Give Wards New 1940 Airlines - The Sets

ENDORSED by RADIO EXPERTS

Unmatched up to \$20
5-tube with built-in aerial!
9.95

Give this **LITTLE GIANT!** 5 WORKING tubes... 5" super-dynamic speaker... super-hot circuit... automatic tuning! Underwriter approved! AC-DC.

Take It Anywhere
Has 4 1.4 volt tubes and 200-hour battery! Built-in aerial. Terms. **14.95**

Gets Europe!
6-tube super-hot! Automatic tuning! Built-in loop! Underwriter OK'd!
19.95

• **CAPT. O. F. BRYAN**
chief pilot of TWA, chose a Ward Airline radio for his home because of its rich tone quality and all-around performance!

• **J. M. SIGVALDSON**
chief radio operator of TWA, has years of experience as a radio engineer and operator. He too chose an Airline for his home.

You too can prove Airline's Superiority with free home demonstration!



Compare 125 Sets!

69.95

\$1.75 weekly, \$5 down, carrying charge

Give this thrilling Christmas **BEAUTY WINNER**... **WORLD-BEATING RADIO RECEPTION!** 10-tube masterpiece with 3 tuning bands... gets Europe direct! Has Hi Fidelity and mammoth 15" Projecto tone speaker! **PLUS Television sound and phono plug...** automatic Bass Booster... automatic tuning... tone control... Roto Dial! Plug in anywhere!

NOW WITH BUILT-IN LOOP AERIAL

ONLY A FEW DOLLARS DOWN HOLDS ANY RADIO UNTIL DECEMBER 20th

Get 7-Tube Power!

42.95
\$1.25 weekly, down payment, carrying charge

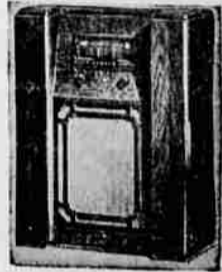
Built-in Loop Aerial
Here's BIG Christmas value! Gets Europe direct! Has automatic tuning... Hi Fidelity... 12" speaker... Roto Dial... tone control! **PLUS Television sound and phono playing connection!**



Has 890 Features!

49.95
\$1.25 weekly, \$5 down, carrying charge

Built-in Loop Aerial
Compare Wards 8-tube AC Console Grand! Enjoy Hi Fidelity reproduction... automatic Bass Booster... Roto Dial... automatic tuning! Gets Europe direct! Has Television sound and phono plug!



Special for Christmas!
Guest Chair

- \$4 more elsewhere!
- Rayon velvet cover!
- Shaped, form-fit back!

You'll enjoy the charm and comfort of this lovely guest chair... and it's sturdily built to last through years of holidays! The roomy seat has restful, No-Sag spring construction—the back is shaped to fit your body!

Matching Guest Rocker, Only **8.44**

7.44

SAVE 10 ON A GIFT FOR HIS COMFORT!

LUXURY LOUNGE CHAIR

AND MATCHING OTTOMAN

- \$31.95 Quality!
- Cogswell Arms!
- Deep Cushions!

26.88

\$4 A MONTH, Down Payment, Carrying Chge.

THE PERFECT COMBINATION for a quick "40 winks" after dinner.

Comfort and style dictated the design and manufacture of this luxurious lounge chair, and now Wards Christmas Sale brings it to you at a low price! Sink deep into this soft chair... relax and let its comfort flow through your body! That alone can tell you the story of its restful seat and back cushions... floss-filled and soft as a fluffy pillow! Even the arms are upholstered and dignified, with handsome carved wood knuckles! The cover is a heavy rayon and cotton velvet, rich in color and delicate pattern!

Sale! Prices Reduced on ALL Sizes!

Scatter Rugs

22½ x 40 in. Only **1.88**

27x48 in. **2.88**

38x60 in. **4.88**

Beautiful new patterns to choose from in all-wool Axminster weave that will keep its color for years! Wards own patterns priced low so that you can buy them as gifts for several friends! Latex, non-skid back! Strongly serged sides won't fray!

Compare With \$165

Electric Ranges

154.95

New 5-HEAT Chromalox top units offer amazing speed and economy! Automatic Timer turns on oven and shuts it off as desired.

- 2-unit High Heat Oven
- Glass-wool Insulation
- Smokeless Broiler Pan

\$8 Monthly, Down Payment, Carrying Charge

PRACTICAL GIFTS FOR THE HOME

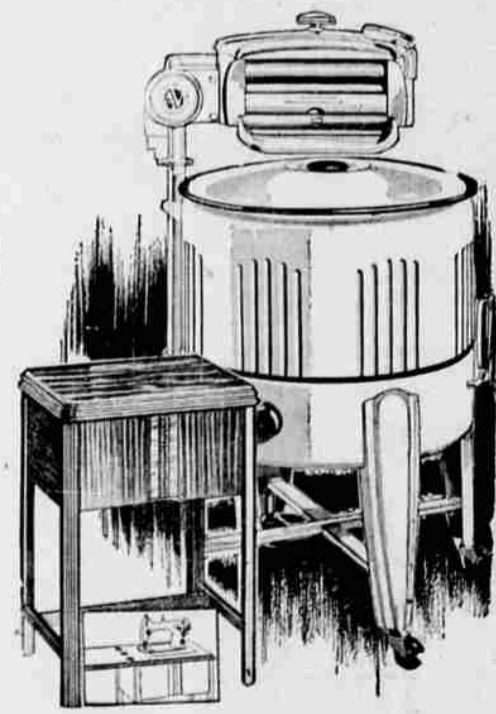
Give Relief from Washday Worries!

Full Size Washer

Pay only \$4 monthly, down payment, carrying charge.

With elec. pump.....49.95
Gas Engine Model.....71.95

44.95



WHAT a Christmas gift—Wards gleaming white washer ends washday drudgery forever! Famous FAST Swirlator cleans thoroughly... yet GENTLY! Washes 6 lbs. dry clothes at a time! Has Lovell adjustable pressure wringer! Self-draining tub holds 16 gallons to waterline!

Sews Backwards or Forward!

REVERSIBLE electric machine sews 6 to 20 stitches per inch! Knee Touch speed control! Handy light focuses on material! Greist attachments, 20-yr. guarantee!

57.95

Terms

Reversible Portable!

Has the improvements of the console model above! Foot control regulates speed! Hardwood base! Black leatherette carrying case! 20-yr. guar.

44.95

Terms

Dress up your home for the holidays in crisp, new

Priscillas

Worth \$1.29!

98¢

• 72 in. wide, 2¼ yds. long!
• Cream, ecru and pastel colors!

Here's your chance to save on the priscillas you've always wanted! Your favorites—brushed dots, novelty gingham—beautifully made with FULL 5-inch ruffles!

BOYS! GIRLS!

SANTA CLAUS will be in our Toy Window Saturday, Dec. 2nd

10 a. m. to 12 noon and 1 p. m. to 4 p. m. Santa will be in his work shop going over his list of toys and names for the Big Day, Dec. 25.

And Look!

FREE! (To any child accompanied by an adult) Big 32-page, 4-color picture-story of Rudolph the Red-Nosed Reindeer! Saturday, Dec. 2nd, 4 P.M.

Montgomery Ward