

For Dad and the whole family **That Wonderful World**
...of Health...Happiness...Relaxation

Stratolounger®

AMERICA'S FINEST RECLINING CHAIR

from **\$9950**
TO \$35950

Indeed! A mighty special person... is Dad! And specially for him... is STRATOLOUNGER—the priceless gift of day in, day out release from nervous tension... relaxation of tired muscles... improved circulation... lessened heart strain. More STRATOLOUNGERS are sold (by far) than any other reclining chair because the patented Lorenz mechanism assures health-benefitting scientific relaxing position. No wonder the STRATOLOUNGER is far more comfortable than ordinary recliners! Today... see why a STRATOLOUNGER in your home means a happier... healthier family! Choose meticulously tailored decorator-selected fabrics. Prices vary slightly depending upon fabric.

AVAILABLE ALSO WITH

"Magic Massage" | VIBRATION

dial the massage you want to suit
 your size...your weight...your mood



Model 1910
 illustrated
 in Koroseal



Believe It or Not...
 This is a Stratolounger!

the IMPERIAL
 Model 1550

A miracle of styling! A low-back lounge chair... transforms to king size reclining comfort by simply touching the back. Texfoam 2½" foam rubber seat... Exclusive Ottoman... Lorenz mechanism, too. Choice of fabrics and colors.



SPECIAL
 Model 411

Deluxe features seldom found at this low price plus Lorenz mechanism... handsome Lawson styling. Choice of fabrics and colors.

KING SIZE
 Model 1909

Sumptuous 2½" Texfoam foam rubber comfort designed for the man up to 6'3". Exclusive Magic Ottoman. Shown in Koroseal and fabric combination.



B.F. Goodrich

TEXFOAM

Koroseal
 SUPPORTED VINYL

Stratoloungers with KOROSEAL look far superior, wear much longer. Rich new scuff proof, soil resistant 32 ounce KOROSEAL is heavier than plastics usually used on most other recliners.

COLONIAL
 Model 1660

Exclusive Magic Ottoman... Texfoam 2½" foam rubber seat, king sized for persons up to 6'3" tall. Choice of fabrics and colors.



Stratolounger Division, Futurian-Stratford Furniture Co., 932 American Furniture Mart, Chicago 11
ANY ONE OF THESE AUTHORIZED DEALERS CAN SHOW YOU A

Stratolounger® PRICED, STYLED, SIZED TO FIT YOUR NEEDS

Montgomery Ward Retail Stores

OREGON
 ASHLAND
 Provost Furniture
 CENTRAL POINT
 J. Cupp Furniture
 DALLAS
 Dalton Furniture Co.
 EUGENE
 Rubenstein Furn. Co.
 8th & Olive Sts.

GRANTS PASS
 Grants Pass Furn.
 626 S. W. 6th
 KLAMATH FALLS
 Adair Furniture Co.
 2200 South 6th
 Lucas Furniture
 195 E. Main Street
 LAKEVIEW
 Lucas & Howard Furn.
 MEDFORD
 Weeks & Orr
 114 W. Main

SALEM
 Hamilton Furn. Co.
 230 Chemeketa St.
 Hogg Bros.
 260 State St.
 Woodry Furn. Co.
 474 S. Commercial St.
 SILVERTON
 H. L. Stiff Furn.
 SPRINGFIELD
 Wrights Furniture

WOODBURN
 Walter Schuler Furn.
 WASHINGTON
 CLARKSTON
 Wasem's, Inc.
 EPHRATA
 Greenlee Furniture
 KENNEWICK
 Washington Hdwre.
 & Furniture
 MOSES LAKE
 Baumgarten-Rorvik

PASCO
 Perry's Furn. Co.
 804 W. Lewis
 POMEROY
 Obenland's Furn.
 PROSSER
 Olney Furniture
 QUINCY
 Quincy Furniture
 RICHLAND
 Uptown Furniture
 1341 George Washington
 Way

SUNNYSIDE
 Amudson Furniture
 WALLA WALLA
 Garden City Furn.
 Davis Kasers
 20 W. Alder St.
 WENATCHEE
 Allen Furniture Co.
 IDAHO
 LEWISTON
 Lewiston Furniture