

WARDS
August Furniture Sale!

The Country's Leading Makers Co-operated - Wards Placed Record-Breaking Orders, Bought Newest Styles, Fine Upholsterings, Insisted on Outstanding Quality - NOW YOU SAVE!

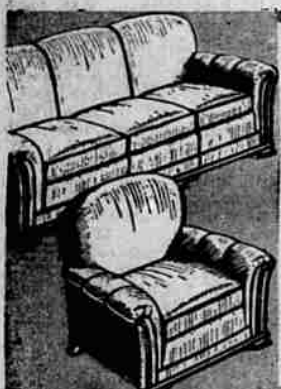
\$1,000,000 LIVING ROOM SALE!



Equals \$54.95 Quality!
Sale! Bed Davenport
42⁸⁸
Save \$15 on this deluxe sofa bed! Luxurious rayon velvet cover! Makes a large, comfortable double bed! **SAVE!** Matching Chair... **23.88**
\$5 A MONTH, Down Payment, Carrying Charge



Features of \$10 Chairs!
Guest Chairs
7⁸⁸
A BIG restful chair with a high, form-fit back and heavy rayon velvet cover! Seat and back are "No-Sag", spring filled for your comfort!
\$11 Value Rocker to Match. **8.88**



Compare Any \$90 Suite!
2 Pieces in Fine Mohair
74⁸⁸
August Sale priced to a sensational low! These big kidney styled pieces have a luxurious rayon-mohair cover! Reversible cushions!
\$7 A MONTH, Down Payment, Carrying Charge



WARDS BUYING TRIUMPH IN STYLE AND COMFORT PRICED TO SAVE YOU \$20!

VALUE HIGHLIGHTS!
• Luxurious Velvet Cover!
• Sag-proof Steel Base!
• Comfortable Cone Springs!
• Fine Carved Wood Trimming!
• Restful Roll-front Cushions!

2 VELVET PIECES

Only the craftsmanship of nationally famous furniture makers and the tremendous buying power of Wards great August Sale could bring you this *luxurious* living room! First of all, it's *big*, with worlds of room to stretch out in! It's *durable*—has a sag-proof steel base and restful cone springs in back and base! Soft, smooth roll-front cushions for *easy comfort*! Carved wood trimmed base and arm panels! Beautiful rayon velvet cover!

59⁸⁸
\$6 A MONTH, Down Payment, Carrying Charge



Sale! Rich Walnut Finish End Table
544
Regularly 6.49! Three styles in fine hardwood! Modern mirror top and handy shelf! Save!



Sale! 7-Way Floor Lamp!
9⁸⁸
\$15 Quality!



Reg. \$5.95
Waffle Rug Cushion
447
Resilient hair and jute surface firmly needled through burlap! More rug life! 9x12 size.



\$1.59 Value
Chenille Rug
1⁰⁰
27x54
Everything you want in a bath or bedroom rug! Reversible! Washable! Fast colors! Save!



5 Pc. Walnut Dinette, Waterfall Style!
32⁸⁸
Worth \$45! Walnut veneered table seats six! 4 chairs—imitation leather seats and backs!



Modern Breakfast Set—5 Large Pieces!
988
Worth \$12! Extra-strong drop-leaf table and four restful chairs! Durable lacquer finish!

FIRST CHOICE OF TWA RADIO EXPERTS

TWA CHIEF PILOT and CHIEF RADIO OPERATOR Choose New 1940 WARD AIRLINES for Their Homes



World Range 7-Tube AC!
Others Ask \$15 More!
Monthly Terms **29⁹⁵**
Big-set performance in a compact set! 6" Super Dynamic Speaker! World Range! Automatic Tuning! Roto Dial! Automatic Volume Control! A rare value!
With Television Sound and Phonograph Connections



Features of \$20 Radios
Built-in Aerial!
5 Tube A.C. **9⁹⁵**
Automatic tuning! 5 Tubes! Super-dynamic speaker! A.C. DC! Super-Heterodyne circuit. Approved by Underwriters! Brown Finish.
In Ivory **11.95**



"I was unable to find the equal of its rich tone quality and all-around performance."
Chief Pilot Otis F. Bryan
•
"My radio experience told me Wards offered superior performance."
J. M. Sigvaldson,
Chief Radio Operator

Chiefs of Transcontinental & Western Air, Inc., who use radio equipment daily in their

work choose Wards Airline Radios for superior performance and reliability!

Try to Equal These New Features in any Radio up to \$69.50 . . .

- Wards New Exclusive ROTO DIAL
- Big 12" PROJECTOTONE Speaker
- SPLIT-SECOND Automatic Tuning
- High Fidelity for LIFELIKE TONE
- 7-TUBE—AC
- PHONO OR TELEVISION SOUND CONNECTION

39⁹⁵
\$5 A MONTH, Down Payment, Carrying Charge

Bigger in size than other leading makes at this price, it is also the BIGGEST VALUE! Its 7 tubes and World Range send your ears trekking to glamorous Europe, romantic South America or the mysterious Orient! You'll find Wards New ROTO DIAL the easiest in the world to use! Its new cylindrical shape

and large legible lettering enable you to read it easily from any position in or part of the room. There's the improved Super-Heterodyne circuit; Automatic Volume Control; Tuning eye; Tone Control! It required 11 coats and 11 separate hand-rubbings to give that big 40" cabinet its high-lustre piano finish!

MONTHLY PAYMENT PLAN
may be used on any purchases totaling \$10 or more! Enjoy the things you want . . . pay later!

MONTGOMERY WARD

221 Main Street

Telephone 384

CATALOG ORDER SERVICE
brings you thousands of items not carried in our store. Buy everything you need at Wards!