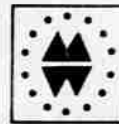


the chairs that
love to be lived on!



MONTGOMERY WARD

These chairs **love** people. They love to cradle you in the lap of luxury! Soft, supple, leather-like U. S. NAUGAHYDE takes rugged family use without complaint... washes easily with a damp cloth! The deep, plump U. S. KOYLON foam cushioning lets you know what **real** comfort and relaxing are. Choose from an array of 128 gorgeous NAUGAHYDE colors at Wards.

NO MONEY DOWN!

Just say "Charge it" at Wards! There's no down payment when you buy on credit at Wards. You can have the furniture you want **now** when you need it... and for nothing down. And, monthly payments **are** low.



ORDINARY RECLINERS



TV RECLINERS



A CHAIR FOR MR. AND MRS.!

Shown above in beautiful Naugahyde Crimson are Wards new Mr. & Mrs. chairs. Covered in supple NAUGAHYDE with deep KOYLON foam, the chairs have french seams and foam biscuit backs. Seat cushions are reversible for extra wear. Choose from 127 other colors. See them today at Wards!

94⁹⁵
each

No money down

BISCUIT-BACK TV RECLINER

Shown at left in stunning Gold, has special TV watching position. Deep, luxurious biscuit back contains crushed polyfoam for extra comfort! Foam cushioned arms, seat and ottoman. A real value!

119⁹⁵

No money down

PILLOW-BACK ROCKER

Cloud-soft crushed foam back is reversible; one side button tufted, one side quilted. Change it as the mood arises! 5" foam seat. Swivels too, all the way 'round! Shown in Ginger Brown.

94⁹⁵

No money down



CURVE-BACK SWIVEL CHAIR

Foam cushioned no-sag seat. Swivels 360°. Rope welt base. Shown in Avocado. **44⁹⁵**

PLATFORM ROCKER

Attached pillow back filled with crushed polyfoam. 5" thick foam seat cushion. **74⁹⁵**

FOAM CUSHION HOSTESS CHAIR

Extra high button tufted. Buy a pair for decorating magic. Shown in Persimmon. **64⁹⁵**

MAN-SIZED LOUNGE CHAIR

Reversible foam seat, and celacloud filled back cushion. Green. **29.95 109⁹⁵**

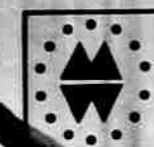
DANISH TUB CHAIR

Walnut finished solid hardwood base. Foam rubber cushion. Shown in Black. **64⁹⁵**

IT ROCKS! IT SWIVELS!

Spring base foam seat. Shown in lovely Naugahyde Blue. They're great in pairs! **64⁹⁵**

the furniture
that **loves** the
life you lead!



MONTGOMERY WARD



this furniture LOVES kids!

Loves to be romped on and stomped on; used and abused! Tough U. S. Naugahyde cleans quickly and easily with a damp cloth.



Labels of Quality

U. S. NAUGAHYDE and U. S. NAUGAWEAVE covering and U. S. KOYLON foam cushioning assure you of beauty, comfort and long-wearing dependability in your Ward furniture.



3-PIECE CORNER GROUP FOR SITTING... FOR SLEEPING

Deep 5" foam seats. Just remove the foam back bolsters, flip the seat cushions and you have two 30x78" beds! Includes both lounges and corner table. Slide 1 lounge under table to save space! Shown in Orange.

249⁹⁵

without arms
\$10 less

single lounge
without arms
114.95

No Money Down

Just say "Charge It" at Wards!
No money down when you buy on credit.

LUXURY-SIZE NAUGAHYDE SOFAS! DEEP FOAM RUBBER SEATS, PLUMP PILLOW BACKS

Luxuriously upholstered with durable, leather-like U. S. NAUGAHYDE. Billowy "Celacloud" back cushions are reversible. Shown in Olympic Blue. 127 other colors.

209⁹⁵ 3 cushion
7-ft. size
8-ft. sofa 239.95
Matching chair 94.95
2-pc. sectional 259.95
3-pc. sectional 409.95
Sofa-sleeper 269.95
King-size
sofa-sleeper 319.95

