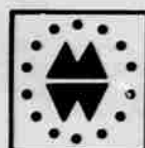


the elegance of leather...yours
in rich, tough NAUGAHYDE



MONTGOMERY WARD



SOFA BEAUTY... BUDGET PRICE

Featuring reversible foam cushions, Lawson arms and button back... a real Ward value! 7' size sofa 149.95; 8' size sofa 169.95.

129⁹⁵

2 cushion
6-ft. size

**ANY LENGTH!
ANY COLOR!
ANY STYLE OR
COMBINATION!**

Ask your Ward salesman to show you the new Naugahyde Furniture Sales Book. It contains photos of each style and size sectional, sofa, sleeper and chair in the Naugahyde group. It also contains swatches of each type Naugahyde in all 128 beautiful, popular colors.



HARVEST OF 128 COLORS

**JUST WASH WITH SOAP AND WATER,
WON'T CRACK, CHIP OR PEEL**

spice brown • tangerine • clover pink • crimson
olive green • ginger brown • turquoise • antique
white • avocado • lime • sand • gunmetal
cerulean blue • bottle green • oxblood
persimmon • charcoal

Plus 111 more stunning new colors to choose from
in beautiful U. S. Naugahyde and Naugaweave.



**MASSIVE SECTIONAL
WITH BUILT-IN TABLE!**

Huge 2-pc. sectional with your choice of either arm or bumper ends! Deep, foam seat cushions and button back. A real beauty at a Ward budget price! Shown in Mustard. 127 other colors.

289⁹⁵

No money
down

**COLONIAL SOFA WITH
FOAM RUBBER CUSHIONS**

New "Tarrytown" breathable Naugaweave cover looks, feels like nubby fabric! Shown in Cork Brown. 8-ft. sofa 229.95

209⁹⁵

3 cushion
7-ft. size
No money
down

**HANDSOME, RUGGED 7-FT.
DEEP PILLOW-BACK SOFA**

Shown in Naugahyde Red, it has back cushions filled with crushed Polyfoam, 5" foam seats. Same style also in sectionals and sleepers.

189⁹⁵

No money
down



DANISH IS SO DELIGHTFUL!

Sofa shown in cool NAUGAHYDE Lime, it has reversible zippered foam cushions! Walnut finish all hardwood frame. Also available as a sectional, or, a high-back, armless or regular chair, or ottoman.

139⁹⁵



BISCUIT BACK SOFA ELEGANCE!

Deep button tufted foam back and foam seat cushions. Shown in Naugahyde Blue. Also available in different sized sectionals, sleepers and chairs. 7-ft. size sofa 209.95; 8' size sofa 229.95.

189⁹⁵

2 cushion
6-ft. size

HAVE A SOFA BY DAY... A BED AT NIGHT!



LUXURIOUS FOAM SEAT AND BACK

New pull-out sofa-bed makes into a full-size double bed with deep foam mattress. It's a lovely sofa during the day! Shown in easy-clean Naugahyde white.

219⁹⁵



SLOPE ARM SOFA-SLEEPER

In seconds it converts into a luxurious double bed! Deep innerspring mattress assures sound, restful sleep. Shown in Gold. King-size 289.95

219⁹⁵