

WARDS EVERY-DAY PRICES ARE LOW; BELLRINGER PRICES GO EVEN LOWER!

**MONTGOMERY
WARD**

WARDS IS ALL
AGLOW ABOUT
CHRISTMAS!

WARDS
BELLRINGER
SALE

WARDS IS THE PLACE TO BUY
GIFTS! WE'RE BRIMMING OVER
WITH CHRISTMAS IDEAS, VALUES

DAD'S CHAIR CHOICE!

our big, comfortable recliner

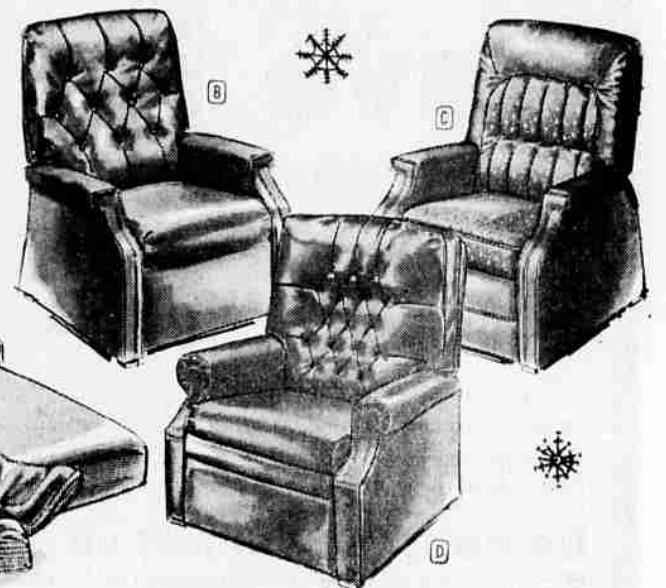
SOFT, CARE-FREE NAUGAHYDE® OVER WARD-FOAM®

104⁸⁸

No money down

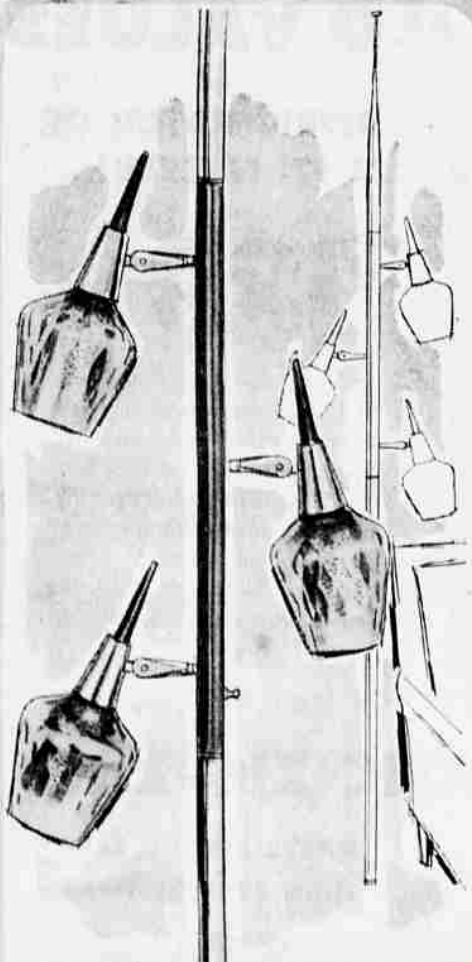


A Appealing to every man in many ways! Rich "leather look" of U.S. Royal Naugahyde® expanded vinyl that feels so soft, wears so well, The cradling comfort of Ward-Foam® in arms, footrest, back and seat cushions! The big 23" width between arms; the TV-viewing and completely extended reclining positions; the automatic footrest. This is the gift Dad will remember and appreciate all his leisure hours!



B Big comfort, little price! Adjusts for TV viewing or relaxing. Naugahyde® in color choice. **64.88**
C In nylon frieze with Naugahyde®, plus Ward-Foam® cushioning. Same reclining features. **84.88**
D Premiere Naugahyde® upholstery all over; foam rubber cushion; finest relaxing... **129.00**

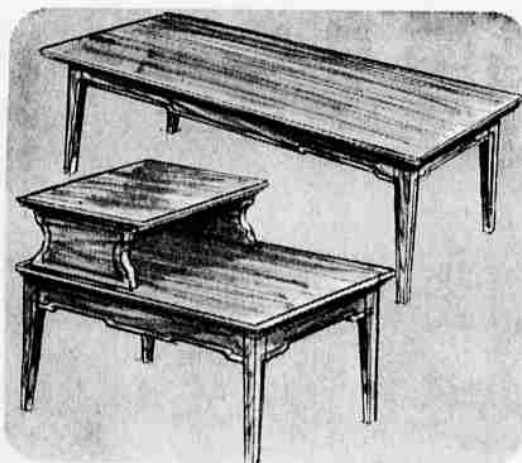
*Wards name for urethane foam cushioning



4.07 SAVING!
BRIGHTEN YOUR HOME WITH
WARDS EXQUISITE POLE LAMP

18⁸⁸
REG. 22.95

Decorative modern lighting! Adjusts to most standard ceiling heights. Amber blown-glass shades have brass-finish perforated diffusers. Rich walnut finish in center of pole, brass on top and bottom. 3-way switch.



TOPS ARE PIONITE®

REG. 31.95 STEP OR COCKTAIL TABLE

Warm walnut finish with matched Pionite® plastic tops that resist marring, stains, spills, even burns! Excellently styled to blend with today's modern decor.

29⁸⁸
each

NO MONEY DOWN



HOT-TRAY CART!

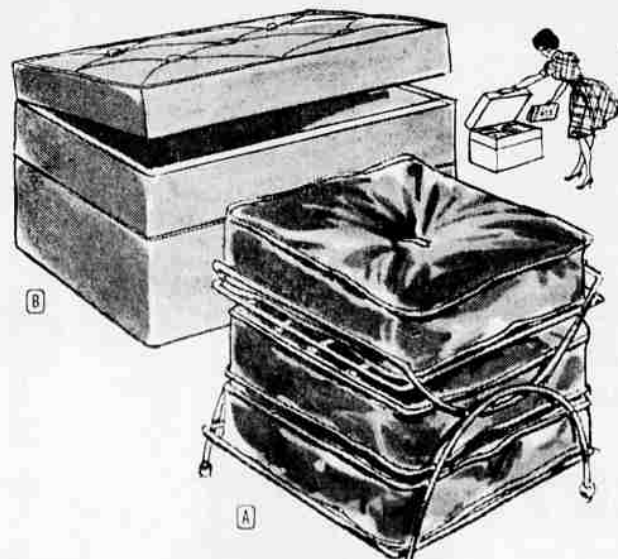
NOW SERVE THINGS WARM ANYWHERE

Wherever there's an electric outlet, you can take food, keep it hot! Plate removes. Brassed filigree gallery, walnut-woodgrain vinyl handle. 26x18", 30" high.

20⁸⁸
REG. 24.95

NO MONEY DOWN

TWO SMART HASSOCK STYLES



3 PILLOWS IN A "PACKER",
OR HANDY STORAGE TYPE

14⁸⁸
PILLOW PACKER
REG. 16.95

STORAGE **15⁸⁸**
HASSOCK REG. 17.95

A Use kapok-filled 17½" vinyl cushions for extra seating; brass-plated steel frame as magazine rack. White, turquoise and tangerine.

B Vinyl-covered padded-top style stores records, sewing or whatever you like; 21¼x13½" inside size. Color choice. Each an ideal gift!



SAVE \$3 NOW!

30" STOOL HAS PADDED SWIVEL SEAT!

Heavily-padded seat in vinyl, choice of several colors. Tubular steel, finished in bronzetone, with non-slip, no-mar feet. Fun for breakfast bars and a fine value!

12⁸⁸
REG. 15.95

NO MONEY DOWN



**31-IN. HASSOCK
BUILT-FOR-TWO!**

17⁸⁸
REG. 19.95

Soft pillow-top style, in luxurious supported vinyl. Resists wear 'n' tear of young TV watchers! Color choice.



**LEG LOUNGER FOR
TILT-TOP COMFORT**

10⁸⁸
REG. 11.95

Handsome brass-plated base adjusts; 5" cushion covered in no-scuff vinyl in choice of colors. 16x17½".



GIFT SHOPPING AT WARDS IS A BREEZE! JUST SAY "CHARGE IT PLEASE!"

