

WEDNESDAY . . . JANUARY 15TH

THURSDAY . . . JANUARY 16TH

FRIDAY JANUARY 17TH

SATURDAY . . . JANUARY 18TH

*First 4 big
Sale days!*
Wards



Wards Fine Fur Felt

Spring
Hats

298

Wards present the new style leaders for Spring-wear. Popular shades. Smart styles! Every hat hand blocked and finished! Made of selected fur felt. Rayon lining. 654-736.

FEBRUARY FURNITURE SALE

and Sales for the Home

SAVINGS OF \$340,000 FOR THRIFTY WARD CUSTOMERS!

Occasional
CHAIRSSave
\$1.31 **\$4.66**

6.45 Value

Attractive, well made, comfortable! Covered in rust or green homespun tapestry! Shaped arms, heavy turned legs!

Rocker to Match 5.48

3 Piece
BED OUTFITEach
Piece **6.44**

Your choice of Simmons bed or mattress, also comfortable coil spring. Ordinarily you'd pay 20% to 30% more for any one of these items! Buy all three pieces in the Sale and Save!

Lounge Chair
& Ottoman**22.88**

27.95 Value!

It's luxurious! It's good looking! It's sale priced! One of the finest chairs we've ever seen for so little money! Big, human proportions—completely covered with durable and attractive tapestry! Sale saving!

5-pc. Attractive
Breakfast SetSave
2.07 **\$9.88**
\$11.95 Value!

A solid hardwood set at even less than the usual price of softwood sets! Choice of applewood, green or ivory enamel finishes! Dropleaf table opens to 30x50 inches! Four sturdy chairs!

Unpainted
CHAIR**79c**

1.00 Value!
Not the ordinary softwood chair usually sold at this price but heavy, solid hardwood! It's fun to paint it yourself! Shaped cathedral back, turned legs. Sanded, ready to paint.

USE WARDS
BUDGET PLAN

To Buy Everything You Need

Wards Budget plan is a convenient way for responsible people to use their credit in purchasing everything they need from Wards . . . when the total purchase is \$20 or more! Simply pay a little down, a little each month, with carrying charge.

WARDS WHITE SALE

Largest Purchase in Our History
Check Over Each Bargain Offer

TURN TO PAGE 5

SHOE CLEARANCE

Hundreds of Pairs! Semi-annual Savings
You Can't Afford to Miss!

TURN TO PAGE 4

"King-O-Sleep"

INNERSPRING MATTRESS

Made by the Simmons Company FOR WARDS,
World's Largest Retailers of Bedding and Furniture

Its superb construction insures luxurious rest, renewed energy, and years of satisfactory service! Its luxury is based on double tempered Premier wire coils—220 of them—the strongest and best that money can buy! Thick sisal pads are placed

on top and bottom of these springs to keep them from pushing through! In addition there is 25 pounds of deep, fluffy, clean new felted cotton liners! The beautifully figured imported Belgian damask ticking is woven for long wear!

KING-O-SLEEP BOX SPRING TO MATCH

Compare with \$24.75 Box Springs elsewhere! 80 large, deep Premier wire coils anchored in sturdy wood frame! Ideal support for the King-O-Sleep mattress! Damask covered to match innerspring.

15.88

15.88

Only at Wards
at a Price
Like This

MONTGOMERY WARD

Phone 95

Roseburg, Oregon

315 No. Jackson St.