

WARD WEEK Saves You Over \$7! . . . Every Rug Seamless - Fine Imported Wool Pile!

Sale! 9x12 Axminsters

**Made to Sell for \$29.50!
Reduced for Ward Week Only!**

20⁸⁸

Ward Week's BIGGEST rug value! Thousands of people will find it hard to believe that such outstanding quality could be priced anywhere near this low! Think of getting a seamless high pile Axminster woven of fine imported wools for LESS THAN \$22! Choose from moderns, florals, chintz patterns! Start for Wards NOW—buy one of these fine rugs and save over \$7! \$3 Down, \$4 Monthly, plus Carrying Charge.



Rug Cushion

Regularly \$5.98!

A thick all hair diamond surface cushion that makes a soft pad underfoot and nearly doubles the life of your rug! Ward Week price—

4⁹⁸

Sale! 27x52 Axminster Scatter Rugs . . . **2.68**
Sale! 24x45 Fine Imported Rag Rugs . . . **35c**



Save Nearly \$6
on 9x12 Oriental

Axminsters

27⁸⁸

**ODD SIZES
AT SALE
PRICES!**

8½x10½ . . . **\$25.88**

6x9 . . . **16.88**

\$3 Down, \$5 Monthly, Small Carrying Charge
Ward Week cuts rug prices to the bone! See this group—feel the thickness and deepness of long-wearing pile! Only the finest of imported wools have been used! Choose from beautiful oriental copies, from moderns or hooked rug designs! Dark blue, soil proof backs!



Verified Value \$6.45

4⁴⁹

9x12 Wardoleum

One of America's best and fastest-selling floor coverings sharply reduced for Ward Week only! Patterns for any room in the house! Make your selections from gay tile designs, smart moderns or floral patterns! Wardoleum needs no fastening—it lies flat on the floor! Buy during Ward Week.

9x10½ . . . **\$4.19** 7½x9 . . . **\$2.98** 6x9 . . . **\$2.39**

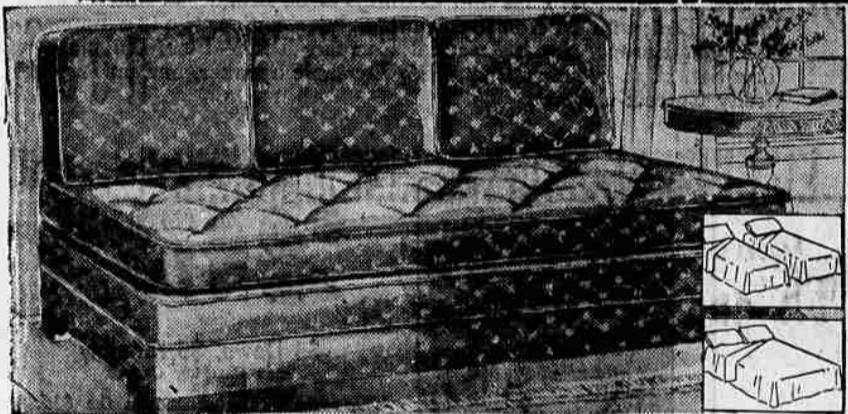
Sale of Super Service Wardoleums

Save 25% during Ward Week! This is our best grade Wardoleum . . . an extra heavy quality.

6x9 . . . **3.29** 7½x9 . . . **\$3.98** 9x10½ . . . **\$5.95** **6⁴⁹**
Super Service Wardoleum Yard Goods . . . **28c** running foot 9x12

WARD WEEK Brings You the Greatest Furniture Values of the Entire Season!

ALL MOHAIR, YOU SAVE \$50

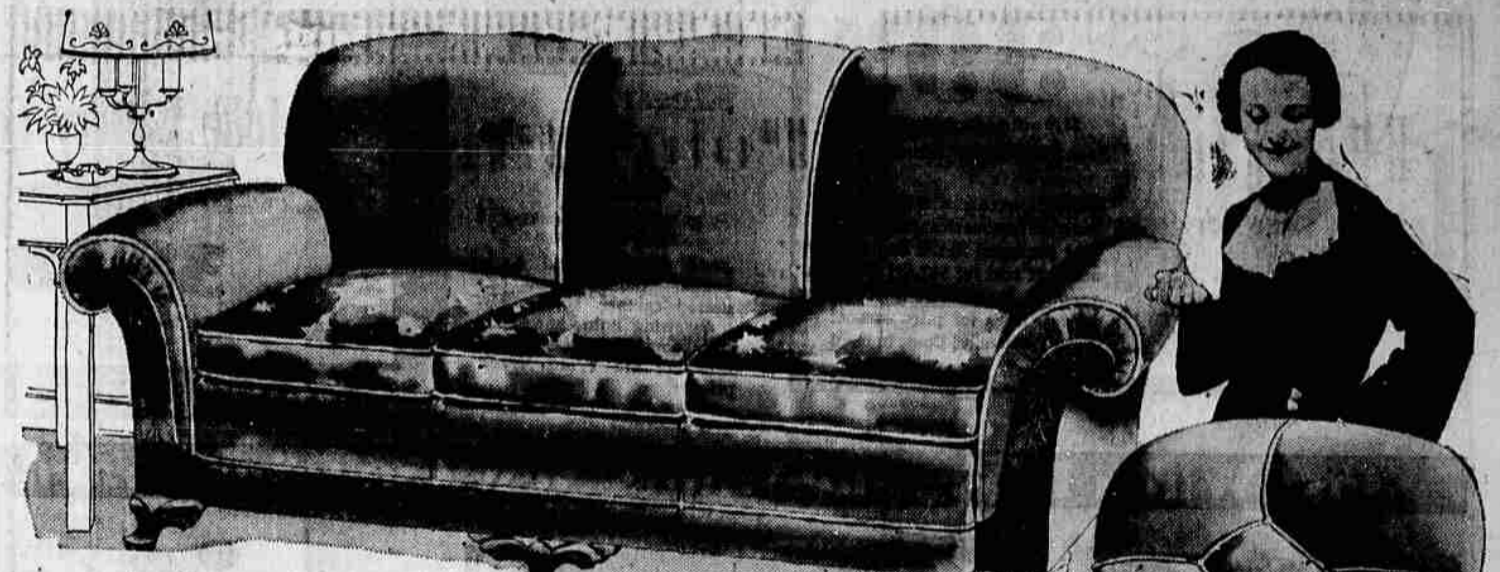


Save \$10! King-O-Sleep Studio Couch

A studio couch of this quality usually sells for at least \$10 more! TWO complete innerspring units instead of just one! Modern in style! Large bedding compartment! Opens to full size double bed or two separate twin beds! Allover tapestry covered!

32⁸⁸

\$4 Down, \$5 Monthly, Small Carrying Charge

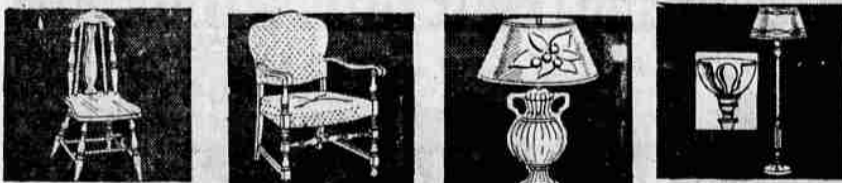


64⁸⁸

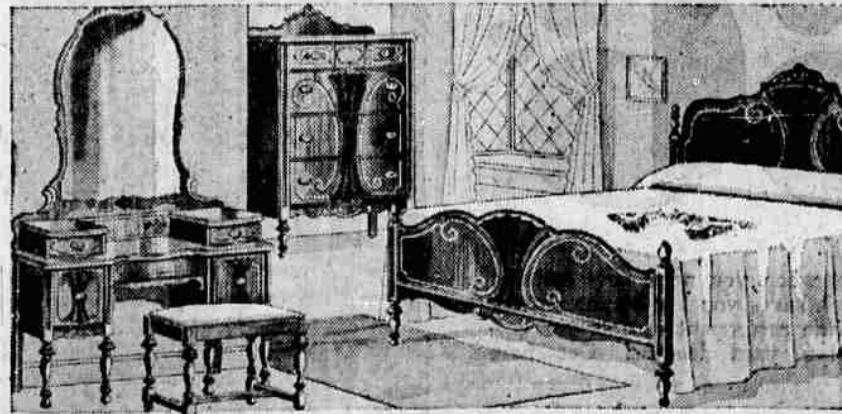
Two Beautiful Pieces! Great Ward Week Value!

Without a doubt one of the greatest living room suite values in America today! Built to take wear and like it! Styled to be an outstanding part of your living room for years! (Comfort built into every line!) The davenport is 80 inches overall! Fronts are extended so that the seats are extra large and spacious! Mohair guaranteed against moths for 5 years. Lavish carvings! Buy NOW!

\$6 Down, \$7 Monthly, Small Carrying Charge



Hardwood Chair \$1 Value! 79c Unfinished! Sanded smooth! Buy several, paint them yourself!	Occasional Chair Save! 5.44 Attractively shaped arms and legs, walnut finished! Tapestry seat, back!	New Lamps Sale! 1.44 Glazed pottery bases beautifully designed! Shades tilt for reading!	Floor Lamp Save \$2! 5.88 Glass reflector type! Uses I.E.S. 100, 200, 300 watt bulb! Modern base! Hand finished shade!
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Save \$20! 3 Pcs. Walnut Veneer

Ward Week saving! One of the most popular suites in our stock! New price is drastically reduced to give you sensational Ward Week value! Beautifully warm toned American walnut veneer! Attractive carvings! Bed, chest and 46-inch vanity! Bench, \$4.94.

52⁸⁸

\$5 Down, \$6 Monthly, Small Carrying Charge

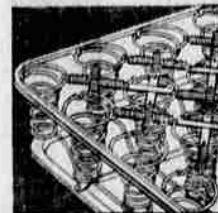


Sun-Bed Chair
3 lazy positions! Complete with footrest. **1.79**



Bed . . . 7.88
Spring . . . 5.88
Mattress, 7.44

Save \$2 on each! Smart metal bed finished in walnut chip-proof enamel! 45-lb. cotton mattress! 90 coil bed spring! Complete Outfit, only **\$21.20**



Platform Coil Spring
Save \$5! **10.44**

Ward Week saves you ONE-THIRD! 99 cushiony double-deck coils! Platform type! Specially designed for innerspring mattresses! Enamel finish. **Reduced! 99-Coil Spring 8.88**