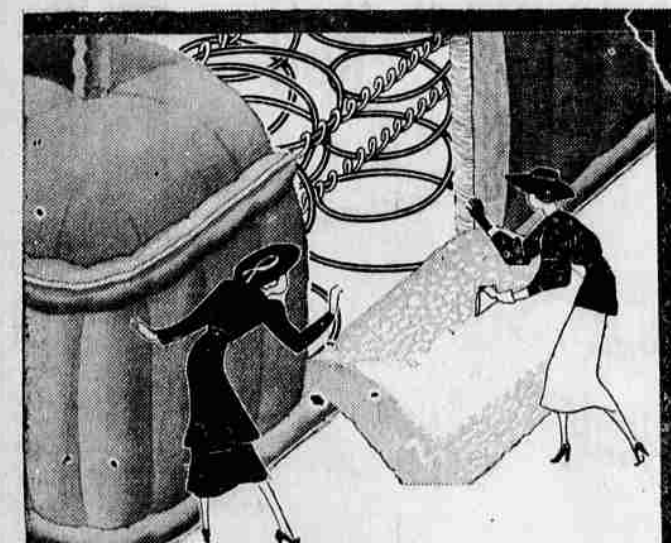


It's here! WARDS AUGUST

SAVE NEARLY \$10 on this Famous Ward Innerspring!

KING-O-SLEEP



Made by Simmons! **15⁸⁸**

The world's largest manufacturers of fine mattresses made it! Wards—the world's largest retailers of bedding—bought thousands and cut the price to the bone for the August Sale! No wonder the King-O-Sleep is such a sensational value! No wonder you'd have to pay \$25 except at Wards! 210 finest wire innersprings! Fine quality damask ticking! Deep layers of felt cotton upholstery! Screened wire ventilators keep inside clean! Tape handles for turning!

Save on These August Sale Bedding Values!

Your Choice of 50 Lb. Cotton Mattresses or Innerspring Mattress **11.88**
SAVE \$10 on Wards Supreme Luxury Tuftless Innerspring **29.88**

KING-O-SLEEP BOX SPRING
\$25 Quality! Big, deep double-deck coils add comfort to your mattress! Heavy damask ticking! **15⁸⁸**



Big Cogsweil Chair
USUALLY \$4 MORE!
13⁸⁸

\$15 is what a big, comfortable chair like this should sell for! Soft, deep, spring-filled seat and back! Smart rayon, tapestry upholstery! Big ottoman, \$4.41.



55 TILE TOP TABLE
4.44

COFFEE TABLE with 6 colored tile set in top! Walnut finish! Mahogany frame!



Unpainted Chair
84^{cs}

\$1 value! SOLID HARDWOOD sturdily made, ready for you to paint! Large size.



5 Pc. BREAKFAST SET
10.80

SAVE 25%! Solid hardwood! Dropleaf or extension tables! Colorful decorations!



3 Piece Modern Bedroom—Extra Large!
BIG \$15 SAVING!
August Sale Price **59⁸⁸**

The big \$15 saving is just the beginning of the sensational value you get when you buy this August Sale bargain! It's beautifully veneered in American and V-matched African walnut! Deep, rich, satiny finish! Vanity is 46 inches wide! Panel bed, chest, Bench, \$2.60.

only \$5 down
\$6 Monthly, Small Carrying Charge



3 Piece Semi-Modern Bedroom!
BIG \$15 SAVING!
August Sale Price **44⁸⁸**

We've cut the price to the bone to make this an August Sale sensation! Beautifully styled! Constructed like the finest bedroom furniture! Veneered in walnut and striped mahogany! Curly maple overlay! Big, Modern mirror! Extra large vanity, chest and bed. Bench, \$2.25.

only \$5 down
\$5 Monthly, Small Carrying Charge



1/3 Off Usual Price!
METAL SMOKER
98^{cs}

Wards August Sale price is amazingly LOW! Heavy chrome and enamel finished base! Smokeless ash receiver. Convenient carrying handle! Save!



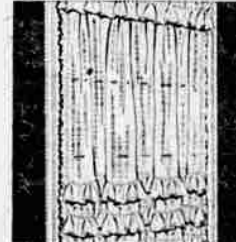
SALE! Special Purchase of Flounce Panels
EACH 67^{cs}

Some of the largest, finest panels you'll find at this price! Cream and colored cushion darts! 42x25 1/2 size! Beautiful butterfly ruffles! Wide range of popular colors!



Prices CUT on **NOVELTY PANELS**
33^{cs} EACH

Regularly LOW at 39^{cs}—reduced for the August Sale! Colorful rough weave pen house panels and fringed missionette panels in ecru! 38x 2 1/2 and 39x2 1/2 sizes!



Triple Flounce Panel
EACH 38^{cs}

Regularly 49^{cs}! Buy complete sets! Shadow net! 38x25 1/2 size! Tom Thumb ruffles!



Sale! CURTAIN Materials
9^{cs} YD.

Buy yards at Wards sale prices! 5 beautiful patterns to choose from! 35 and 39 in. widths.



Veneered Cedar Chest
Wards Save You \$4.00!
19⁸⁸

Beautifully veneered in diamond matched kelp-o-bra and butt walnut! Large size lined with American red cedar! Heavy hinges! Singing lock! Walnut finish!



Sensationally Reduced! Novelty Net PANELS
EACH 88^{cs}

REGULARLY \$1.00! Some of the most popular patterns on the market! Good looking open mesh weave in rayon and heavy cotton yarns! 34x25 1/2 size! Assorted colors!



SALE! Save on Priscillas AND KITCHEN CURTAINS
PAIR 51^{cs}

Priced amazingly low for the August Sale! Colored figured, lateral stripe and pin dot priscillas! Plaid and appliqued net kitchen curtains! Full sizes!



60c Novelty Panels
EACH 51^{cs}

Popular open weave attractively colored with ray cotton yarns! 36 in. x 2 1/2 yds. size!



Sale! MARQUETTE Panels
19^{cs} YD.

Buy complete sets—SAVE! Full 39 x 25 size! 3 in. rayon! Fringed! Cream or ecru!

SALES FOR THE HOME!



2 Pc. Mohair—5 Year Mothproof Insurance!
\$80 Living Room
August Sale Price **69⁸⁸**

Without a doubt the best value in years on a suite like this! You not only save \$16—you get EXTRA LARGE pieces in 100% Angora mohair PLUS a 5-year mothproof insurance policy! Davenport is 80 inches overall—nearly 7 feet long! High, restful backs! Extended spring base gives added comfort!

only \$6 down
\$7 Monthly, Small Carrying Charge



EXTRA LARGE—2 Pc. Tapestry Suite!
\$60 LIVING ROOM!
August Sale Price **49⁸⁸**

Wards sets new records for value! This big, semi-modern living room is one of the August Sale's most outstanding bargains! The davenport is 80 inches overall! Attractively cotton tapestry upholstered! Sturdy solid hardwood construction! Legs and base walnut finished!

only \$5 down
\$5 Monthly, Small Carrying Charge



2 Piece London Lounge in Mohair!
Usually \$120!
August Sale Price **99⁸⁸**

Even \$120 would be a LOW price for this suite! The expensive curly and Angora mohair, upholstery alone is \$5 a yard! The big davenport has 3 1/2 feet of comfortable seat space! Big carved knuckle arms take the hardest wear!

only \$9 down
\$8 Monthly, Small Carrying Charge



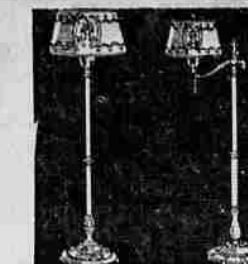
Occasional Chair
5.44

\$9 is what you'd usually pay! Large size in cotton tapestry! Two-tone walnut finish!



Unpainted Chest
4.88

You save \$2.50 on the usual price! 5 deep, roomy drawers! Sanded ready to paint!



Bridge and Floor Lamps
5.88

You save 20%! Matching set of 1 E. S. lamp! Plated bronze bases! Decorated shades!

● HERE IT IS—Wards August Sales for the Home—offering GREATER and BETTER values than ever! Hundreds of bargains! Thousands of dollars in sensational savings! Regular prices drastically cut on EVERYTHING YOU NEED FOR YOUR HOME! Don't miss these marvelous values! Without a doubt, this is the greatest home furnishings sale that Wards have held in years! You'll long remember these amazing values! Rush to Wards—start SAVING MONEY NOW!

Save \$8!... 9x12 Axminsters 25⁸⁸

Famous Make—Made to Sell up to \$32.95!

Made of fine blended, imported wools just like real, expensive oriental rugs—yet priced almost unbelievably LOW! That's Ward August Sale value! Choose from Persian, Chinese, moderns, and hooked rug patterns that give EXTRA years of wear! Beautifully colored! Fine heavy quality!

Chenille Scatter Rugs Axminster Scatter Rugs
NEARLY HALF USUAL PRICE! Ordinarily you'd pay up to \$100 for quality like this! 22x34 size made of soft chenille and cotton yarns! Reversible, gay, patterns.

79c

REGULARLY \$2.60! Sensationally reduced for the August Sale only! Oriental patterns! Fringed and unfringed! 27 x 52 size! Buy several at this sale price!

1.98

9x12 Wardoleum 4⁸⁹

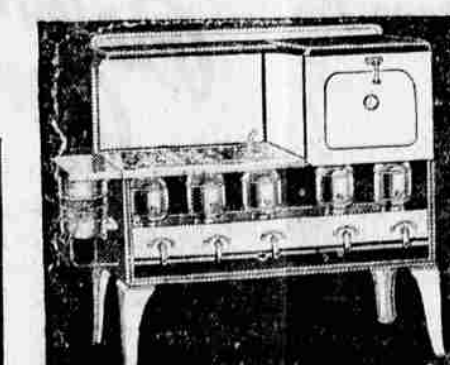
SALE! Regular \$5.95 Quality!

Wards low August Sale price buys a 9 x 12 Wardoleum rug for any room in your home! Modern, Floral, even Oriental patterns! A damper keeps them spotless! No fastening of any kind necessary!

6 x 9 \$2.19 7 1/2 x 9 \$3.19 9 x 10 1/2 \$4.39

Regular 37c Wardoleum Yd. Gds. Reduced! 6 ft. and 9 ft. widths, square yard 34c

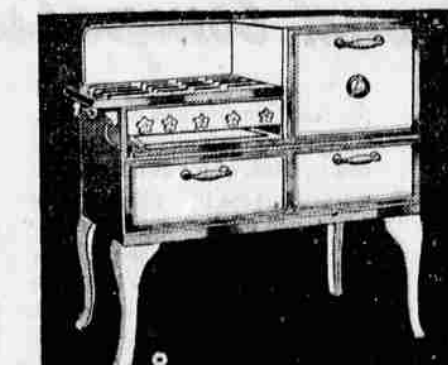
Ward's Fine Stoves REDUCED!



Modern! Rounded Corners! Kerosene Range
Big oven bakes 10 loaves at once, evenly. Double action cook-top heats 6 holes for the cost of 3! 5 fast, clean, wickless burners! Steel body.

29.88

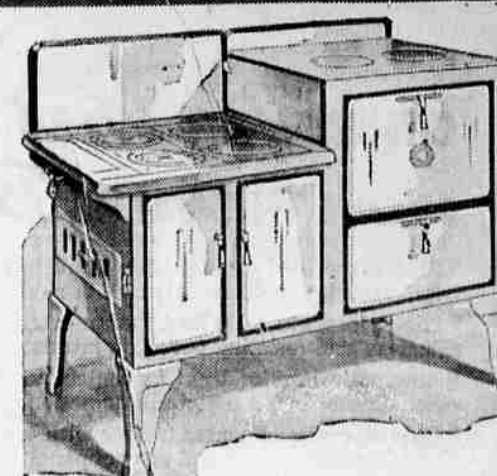
\$3 Down



A \$15 Saving on a Gasoline Range
Listed "Class A" for safety. Hot, instant-lighting, cast-iron burners. Extra-fast, extra-large oven! Over-size cook-top and broiler.

42.88

\$5 Down



Gas Range Style and Convenience Coal-Wood Range
The fine features of both gas and coal ranges were combined in Wards Vanities! Handy high oven, fully insulated! Two polished cooktops. 40 qt. hot water system. Full porcelain! See it today!

74.88

\$7 Monthly Small Carrying Charge

MONTGOMERY WARD

315 N. Jackson St.
Phone 95
Roseburg, Oregon

MONTGOMERY WARD