

MOVIE DIAL! HIGH FIDELITY! ELECTRIC EYE! GETS EUROPE! METAL TUBES!



Most Sensational Tuning Improvement of All Time!

Wards exclusive Movie Dial. No numbers to remember or forget! No need for spectacles or a magnifying glass. Great big call letters... easy to read, easy to tune, easy to enjoy.



Reduced! 11 TUBES 59.88 \$5 DOWN Carrying Charge

A world range Airline you'll be proud to own. Lighted Movie Dial, 2-speed tuner, Cathode Ray eye, metal tubes. See it, hear it, and save... at Wards low sale price!

5-TUBE A. C. MANTEL 9.97 A \$20 Value! Superheterodyne!

Illuminated Dial, Dynamic Speaker, Real Wood Cabinet, Regular Broadcast, and some Police Calls!



Record-breaking Price for a 7-TUBE AIRLINE CONSOLE with All These \$70 Features!

Ward Week only. An A.C. Airline that challenges comparison with the finest \$70 set you have ever seen or heard. LIGHTED MOVIE DIAL! Cathode Ray tuning eye. All 3 wave bands! Superdynamic speaker, in a curvilinear tone chamber. Cabinet interior finished in liqua-metal; chrome plated rubber mounted chassis. (Have you ever seen more for so low a price?) **Come in! Hear it!**

39.88 \$4 DOWN puts it in your living room! (Plus Small Carrying Charge)



Gets Europe! 6-Tube A. C. Mantel Set 18.88 Superheterodyne! \$35 features! 2 wave bands, Cathode ray tuning eye. Genuine, rugged metal tubes.



Amazing Price! Battery Set! 4-Tube! 19.88 Ward Week only! Gets distant U. S. police calls. All batteries concealed INSIDE cabinet. Automatic volume control!

SALE 9x12 Printed Rugs

WARDS SET NEW RECORDS FOR VALUE! THE LOWEST PRICE WE KNOW OF FOR 9x12 HARD SURFACE RUGS!



Reg. 11.95 LAMPS 9.88 Three I. E. S. Styles each Floor, bridge or lounge style. Heavily plated bases! Glass reflector bowl! Decorated parchment or silk shades. *Illuminating Engineers Society

Sensationally Reduced! Wardoleum Yd. Goods Ward Week Only 22c run. ft. Save at LOW Ward Week prices! Covers small floors seamlessly from wall to wall with long-wearing Wardoleum! Wide assortment of beautiful tile patterns! Easy to clean—no scrubbing needed—a light mopping keeps the bright enamel surface spic and span! No fastening of any kind necessary—simply unroll, it will lie flat! 6 foot widths.

Wardoleum Price Slashed to 4.48 Price Goes Up After Ward Week
No wonder Ward Week is known as America's Greatest Shopping Event when you can get sensational values like this! Tile, Modern, Floral and Oriental patterns! The tough, long-wearing enamel surface will take the hardest kind of wear! No fastening of any kind is necessary—simply roll them out, they lay flat out to the edges!

6x9 size 2.39 7 1/2 x 9 size 2.98 9x10 1/2 size 4.19



Combination Offer! With Wards **Supreme Vacuum Cleaner and Hand Vacuum BOTH FOR 39.95** \$5 DOWN! Carrying Charge Wards Supreme equals \$75 cleaners by test! Beating-sweeping-action, head light, foot-pedal nozzle adjuster! Ward Week only!

Market Scoop 9x12 Axminsters

Wholesale Rug Prices Dropped for Just a Few Days! Ward Buyers Made This Sensational Money-Saving Purchase!



Drastically Reduced! 9x12 DURASTANS 24.88 \$32.95 quality reduced for Ward Week only! Beautiful Axminsters in modern, hooked, floral and oriental patterns! Deep, thick, imported wool pile! \$3 Down, \$4 Monthly—Carrying Charge
41.95 American Oriental, 9x12 34.88 One of the finest, heaviest Axminster rugs you can buy sale priced for Ward Week only! The thick, springy imported wool pile gives EXTRA wear! Beautiful assorted oriental patterns! \$4 Down, \$5 Monthly, Small Carrying Charge
WAFFLE HAIRTOP RUG CUSHION 4.98 Reg. 5.95 9x12 size Reg. 2.39 Fringed, Non-Skid Axminster Scatter Rug, 21x42, 1.88

Wards Regular Price 23.95! 20.88 Think of it—GENUINE AXMINSTERS at this price! They're woven of fine, sturdy, imported wools! What's more, they come in hooked, modern and oriental patterns—not just the plain patterns usually at this price! Hurry—save 15% on usual prices—just pay \$3 down and have one delivered!

\$3 DOWN \$4 MONTH Carrying Charge