

# Grand Opening WARD'S FURNITURE STORE

## \$36.95 Quality! Wards Famous Durastan AXMINSTERS

\$3 DOWN, \$5 Monthly, Small Carrying Charge on Monthly Payment Plan **28.95** <sup>9x12</sup> Size

You save 1/4 to 1/2 because Wards bought months ago, before rug prices went up! Grand assortment of colorful Modern, Textured, Colorial and Oriental patterns—all exclusive with Wards! Thick, spring imported wool pile! Woven to Carpet Institute specifications by one of America's greatest weavers! \*14 Custom Sizes to fit any room at Ward low prices.

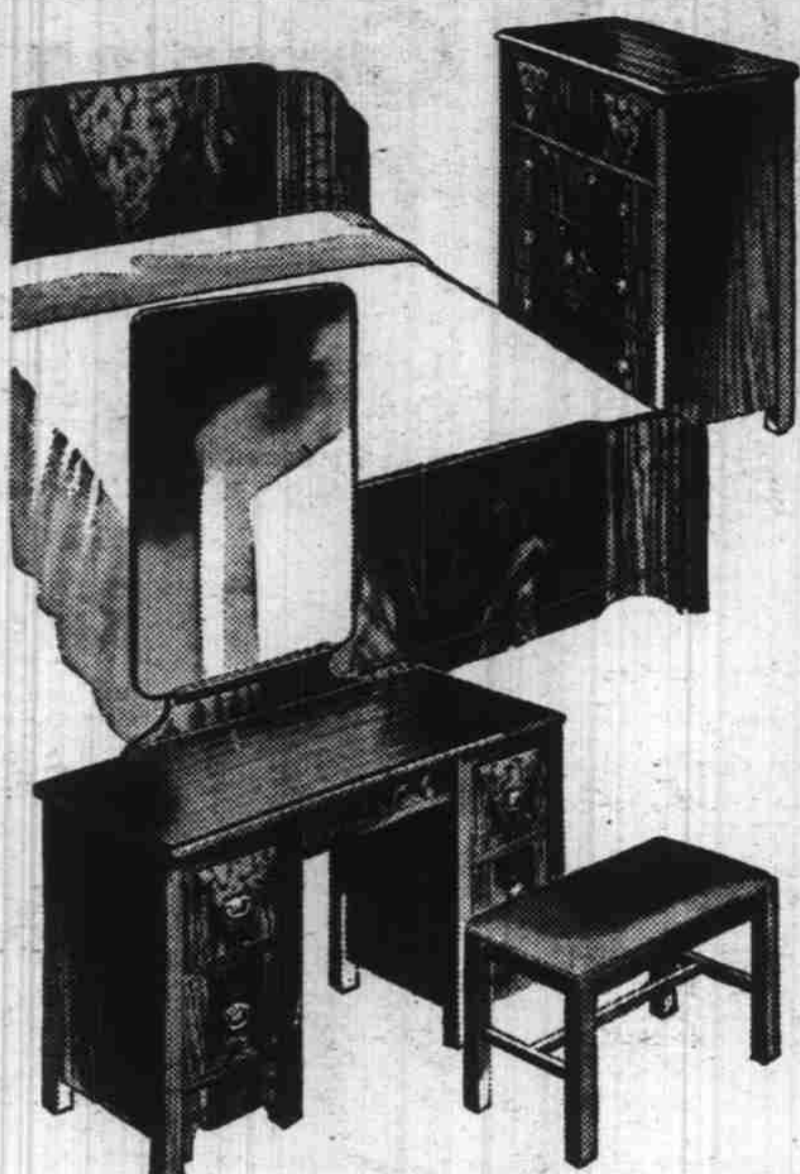
### Wardoleum Rugs

\$5.95 quality! Beautiful 9 x 12 rugs for any room at this low price! Moderna, Tiles, Florals! Easy-to-clean enamel surface. Lie flat on the floor! 6x9—\$2.75; 7 1/2 x 9—\$3.75; 9 x 10 1/2—\$4.75.

**4.98** <sup>9x12</sup> Size

6 and 9-ft. Wardoleum Yd. Goods 37c sq. yd.  
6 and 9-ft. Super Service Wardoleum 47c

9x12 Super Service Wardoleum Rug, \$6.95



### Genuine Walnut Veneered 3-Piece Bedroom Suite

Usually 44.95 **29.95**

Genuine 3-ply walnut veneered tops! Drawer fronts, bed panels are of figured walnut and koa veneers! Solid western cabinet, wood drawer sides and backs—dove-tailed front and back—gold color drawer pulls.



## SALE! A Complete 1937 Living Room! 10 BIG PIECES **88.88**

Quality \$20 More at Usual Prices

Seldom a complete living room outfit of such fine furniture at this LOW price! YOU GET TEN BEAUTIFUL MODERN PIECES—quality you'd expect to pay \$90 for elsewhere! That's just an example of what \$68.66 will buy at Wards! Examine the big velvet upholstered davenport and lounge chair—see for yourself how well and comfortable they have been made! Note the fine quality of each piece—then BUY—and remember—this group will be delivered to your home for only \$8.00 down.\*

\*\$8.00 Down, \$8.00 Monthly, Plus Small Carrying Charge

#### Here's What You Get at Wards:

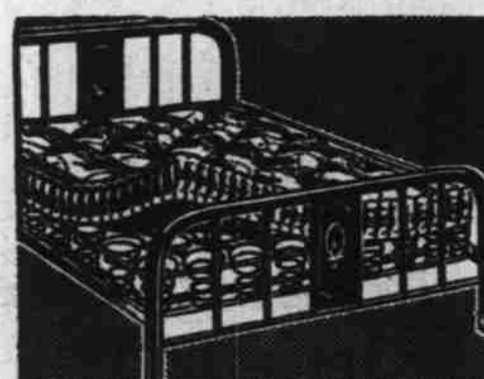
- 1 Big Comfortable Davenport
- 2 Restful Arm Chair in Velvet
- 3 Comfortable Guest Chair
- 4 Modern End Table
- 5 Attractive Lamp Table
- 6 Convenient Metal Smoker
- 7 Coffee Table
- 8 Magazine Basket
- 9 Floor Lamp with Shade
- 10 Table Lamp with Shade



### Outstanding in Comfort—Value! NEW KING-O-SLEEP DIVAN! **37.88**

MADE BY SIMMONS! \$7 OFF REGULAR PRICE FOR THIS SALE ONLY! A slight lift on the front and it's easily made into a double or separate twin beds that are regular bed height—you sleep in comfort out of unhealthful floor drafts! Two insulating mattresses! New smart tapestry upholstery! Spacious bedding compartment! Restful square corner pillows! **Regularly \$44.95**

\$4 DOWN, \$5 Monthly, Plus Small Carrying Charge



### SALE. 3 Pc. BED OUTFITS **18.88**

Regularly \$23.85  
Richly finished, decorated center panel modern metal bed! 40 lb. felted cotton mattress! 90 coil spring!  
\$2.50 Down, \$3 Monthly, Carrying Charge  
Bed 7.45 Spring, 8.45 Mattress, 7.95



### WARDS KING-O-SLEEP **19.88**

Regularly \$24.95  
Made by Simmons! Imported Belgian medallion damask ticking! 299 coil unit! Sial pads! Cord handles! Ventilators!  
\$2.50 Down, \$3 Monthly, Carrying Charge  
King, 99 Coil Spring ..... 12.88

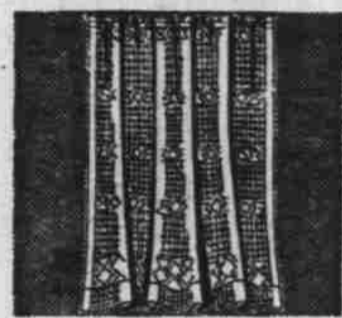
99 Coil Bed Spring, heavy construction ..... 6.88  
3 Piece Modern Bed Outfit ..... 26.88

### Opening Sale Special 7-tube Airline Console



Regular 37.95 **32.95**

A remarkable value even before this special offer! Gets Europe, South America, police calls... without tone distortion! Cathode Ray tuning eye brings programs in quickly and clearly! With automatic volume control. All metal tubes.



### Spring Styles **88c**

Regularly \$1.00  
Lustrous knitted rayon and cotton panels! Floral design! Colored figure Priscillas! Perky ruffles!



### PRISCILLAS **1.22**

Each Side 36 in. x 2 1/4 yds.  
Regularly \$1.39! Frilly Priscillas with cream or colored pussy willow cushion dots! Save!



### Missionette **8c**

36" wide Reg. 10c  
For cheerful windows! Dainty missionette in lovely colors! Buy during Store Opening Sale and save!

### See AMERICA'S FASTEST WASHER

Wards New DeLuxe Largest Household Size  
\$5 Down **\$5 Monthly 61.88**  
Small Carrying Charge  
Washes cleaner, whiter! Holds 9 lbs. dry clothes. Compare with \$100 washers. See it at Wards. You save 40%!  
With pump ..... 66.88  
Gas engine, generator 97.95  
Other models as low as 86.95

### "KEROFLAME" BURNS GAS FROM PLAIN KEROSENE!

The Cheapest, Fastest Fuel Ever Known!  
\$5 Down, carrying charge  
Discovered by Wards! Fastest of all, by actual test! Lights instantly. Boils 2 qts. of water in 6 minutes. Pays for itself in reduced fuel costs.

### FULL SIZE, COMPACT! Space Saving Coal Range **59.95**

Opening Special  
Ask about monthly payments  
Only 37" long, yet FULL SIZE, with big firebox, full size cooktop, full porcelain finish. Cast iron range body has rock-wool insulation in ends and oven door.

### The Greatest Refrigerator Value We Ever Offered



MORE THAN SIX CU. FT. CAPACITY  
NEW 1937 MODEL FULLY EQUIPPED

Large Family Size. 6 1/2 Cu. Ft.

\$4 DOWN, \$4 Monthly Small Carrying Charge **99.95**

Backed by Wards 5 Year Protection Plan at no extra cost

Compare this refrigerator with others selling for at least \$50 more! Probably your last chance to beat the price rise and still get a new, improved, electric refrigerator. This model was specially built, bought in large quantities at an amazingly low price for Opening Sale only. See it demonstrated. Hurry while they last!

# Montgomery Ward

155 N. LIBERTY ST.

TELEPHONE 3194 - 3195