

Wards AUGUST SALES FOR THE HOME

Is Setting New Records for Value



Wards
STANDARD QUALITY
COVERALL
INTERIOR GLOSS PAINT
SEMI-GLOSS PAINT
FLOOR PAINT

INTERIOR PAINTS
Your Choice

60^c

Qt.

SEMI-GLOSS PAINT
Gives velvet finish—ideal for kitchen walls. Gallon covers 50 sq. ft. Dries overnight. Special quart price for this sale only.... **60c**

INTERIOR GLOSS WALL PAINT
For gleaming kitchens and bathrooms. Dries without brushmarks. Waterproof and washable. Gal. covers 500 sq. ft. Quart only.... **60c**

COVERALL FLOOR PAINT
Great protection for wood or cement floors. One coat covers with a brilliant, long-lasting finish. Gallon covers 30 x 20 floor. Quart.... **60c**



Sale!
182 Coils; worth \$14⁹⁵
INNERSPRING
\$10⁸⁸

Not only comfortable — but LUXURIOUS! Not merely low priced but almost \$4 LOWER than a similar nationally advertised mattress is elsewhere! The dollar saving is important but not nearly as important as what this mattress will do for you! Its coil construction will give you luxurious rest and years and years of service! See it!

Platform Spring
A \$14.95 value! Scientifically designed for innerspring mattresses. Only... **\$10.88**



2 Piece Modern—Extra Large!
Usually \$120!
August Sale Price \$114⁸⁸

Even \$120 would be a LOW price for this suite! The expensive curly mohair and ribbed mohair upholstery sells for \$5 a yard! The big davenport has 5 1/4 feet of comfortable seat space! Broad shaped arm! 5 year mothproof insurance policy included! Save \$20 now!

ONLY \$10 DOWN
\$9 Monthly, Small Carrying Charge

BE A
Smart Trader

Get Wards Low Prices and Trade-in Allowance before you buy any Tires

"They're Made to Our Own Rigid Specifications by One of the World's Largest Tire Makers"

TODAY!
your old tires are worth more at Wards . .



SAVE MONEY! Trade-in your old tires on **First-Quality Riversides**—the tire that gives you up to 28% more mileage than any other tire sold as standard equipment on new cars . . . And this same extra margin of safety that gives you increased mileage, gives you greater safety, too.

You get this high quality at lowest prices . . . **First-Quality Riversides**, even at regular prices, cost you less—**much less**—than tires delivered as original equipment on new cars.

Special Monthly Payment Plan for Tires and Auto Supplies . . . Inquire Today!

GUARANTEED IN WRITING
Against Everything That Can Happen to a Tire in Service!

- Cuts
- Bruises
- Blowouts
- Faulty Brakes
- Under Inflation
- Wheels out of line

You are protected against **EVERYTHING**—WITHOUT LIMIT as to the number of months or miles you drive!



3 Pc. Semi-Modern Suite
Big \$15 Saving!
39⁸⁸

Constructed like the finest bedroom furniture! Veneered in walnut and striped mahogany! Big mirror! Extra large vanity, chest and bed!

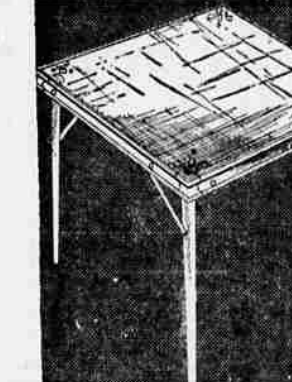
Only \$4 Down
\$5 Monthly, Small Carrying Charge



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

Compare \$60 Suites!
2-Pc. Tapestry 44⁸⁸

An outstanding sale bargain in semi-modern! Extra large davenport is 80 inches overall! Carved arm panels! Cotton tapestry upholstered!



Reduced—August Sale!
Steel Leg Card Table
1⁷⁸

Compare with \$3 tables! One of the strongest, most modern tables you can buy! Attractive alcohol and burn-proof top! Double braced for safety!

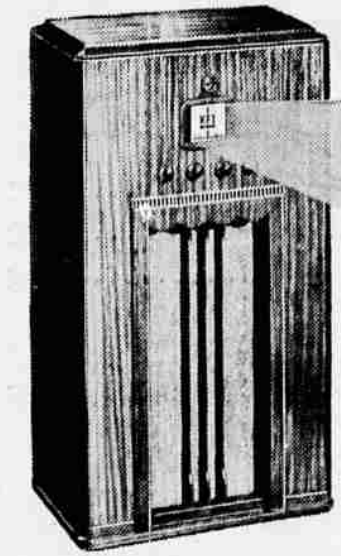


Modern Studio Divan!
Actually Worth \$30!
22⁸⁸

Wards cut prices to the bone! This big, roomy lounge opens to full size double or twin beds! Large bedding compartment! 3 big pillows!

\$3 DOWN, \$4 Monthly, Small Carrying Charge

WITH THE *Movie dial* THAT IS REVOLUTIONIZING RADIO!
Pat. Applied for

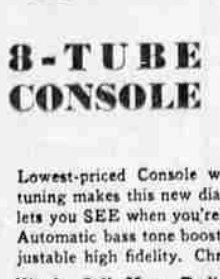


The MOVIE DIAL
No numbers to remember, or forget! Tune your station by letter, or city (or wave length) as you prefer! Letters so big you can read them and tune standing up! Choose from all 3 wave bands, by touching a button.



7-TUBE SET
\$31.95

Tuning eye, metal tubes, all 3 wave bands, oval dial.



8-TUBE CONSOLE
\$57⁹⁵
\$5.00 DOWN

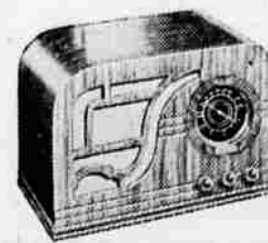
Lowest-priced Console with Movie Dial! Automatic two-speed tuning makes this new dial a pleasure to use. The cathode-ray eye lets you SEE when you're perfectly tuned. World range, all wave! Automatic bass tone booster and volume control! Metal tubes; adjustable high fidelity. Chrome plated, rubber mounted chassis.

Wards Sell More Radios Than Any Retailer in the World



BATTERY SET
\$44.95

6 tube! Illuminated oval dial. Automatic volume control. Low battery drain.



• THE FINEST WARDS EVER SOLD!
• RECORD BREAKING LOW PRICE!
5 TUBE A. C. DELUXE
\$11.95

A big little superheterodyne with automatic volume control, personal tone control, and super dynamic speaker. 2 wave bands; gets distance, Europe, police calls. Licensed by RCA, Hazeltine.



6-TUBE BATTERY
\$34.95

A handsome radio with lighted dial, automatic volume control, and 2 wave bands. Low battery drain. Licensed by RCA and Hazeltine.

Wards—World's Largest Retailer of Radios

MONTGOMERY
WARD

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