

# FEBRUARY FURNITURE SALE

WARDS EASY PAYMENT PLAN MAKES BUYING STILL EASIER! ASK ABOUT IT!

FEBRUARY							CH		
SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	THURS.	FRI.	SAT.
				1	2	3	1	2	3
4	5	6	7	8	9	10	8	9	10
11	12	13	14	15	16	17	15	16	17
18	19	20	21	22	23	24	22	23	24
25	26	27	28				29	30	31

Save *to* **15 to 30%**

ON WARDS LOW EVERYDAY PRICES!

Easy Payment Plan Makes the Buying Easier Still!

Upholstered in Homespun  
**LOUNGE CHAIR**

**\$19.95**

with Ottoman

Save at this February Sale low price! Enjoy the roomy comfort of this big chair and Ottoman. Covered in homespun in your choice of taupe, green or rust. Frame finished in antique walnut. A buy!



**\$4.75**

Your choice of a Duncan Phyfe coffee table, butterfly table, dropleaf utility table, or 3-shelf book and magazine rack end table; they're all beautifully finished.



February Sale Specials  
**2-Pc. SUITE**  
**\$37.50**

\$4.00 down, \$5.00 monthly, plus carrying charge

Frankly, we don't know where you'd go to equal this value! We couldn't replace it ourselves at this price. A big, comfortable suite, covered in durable homespun tapestry. The heavy corner blocks are screwed in place; frames, antique walnut finish. Save!



February Sale Special!  
**8-Pc. SUITE**  
**\$49.95**

\$5.00 Down, \$5.00 Monthly, Plus Carrying Charge

The "hit" of the Sale! All surfaces in attractive Walnut veneers. Extension table, buffet and six chairs with homespun seats.



**AMERICAN ORIENTALS**

9x12 feet

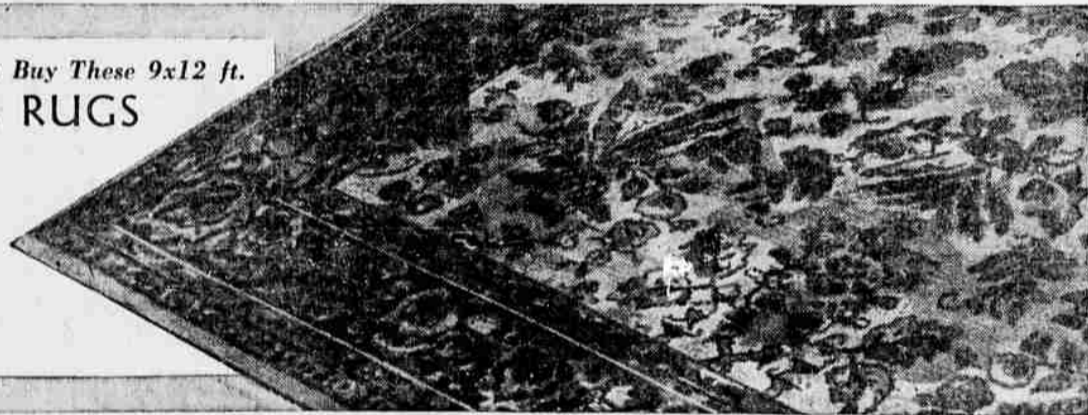
**\$28.95**

Money talks! Last July, when business was slow, and prices low, Wards was swarmed for thousands of these rugs! Of course, we saved. The mill saved. And now you save at this February Sale price. So far, we know of no values like these. Copies of famous Persian designs, each one radiating with color, and alive with a high-lit sheen. The colors are seen woven through to the back as in the originals. Perfect, seamless rugs of fine imported wools.

Because Wards "Bought Ahead" You Can Buy These 9x12 ft.  
**SEAMLESS AXMINSTER RUGS**

**\$22.95**

A rug value like this doesn't "just happen!" Last July during the slow season Wards placed huge orders! At today's replacement cost, the lowest we could possibly sell these Axminster rugs for would be 30% more! They're beauties—copies of genuine Persians with high-lit colors rivaling the sheen of genuine Orientals. Made of fine imported wool—in grand colors of taupe, tan, red and rust. Get yours now! No "seconds"—all guaranteed Perfect first quality. NEW patterns.



Shop Early! Some Quantities May Sell Out Quickly, Values so Great!



February Sale Special!  
**Studio Couch**  
**\$31.95**

Complete with 3 pillows!  
\$4 down, \$5 monthly, plus carrying charge.

Looks like a million dollars doesn't it? But anyone can afford it at this Sale price! Use it as a couch by day; open it to double or twin beds at night. With innerspring mattress.



Sale Special! 2-Piece  
**MOHAIR SUITE**  
**\$52.95**

\$5 Down, \$6 Monthly Plus Small Carrying Charge  
Big, roomy armchair and luxurious davenport, covered in genuine Mohair! A buy! Frankly, we don't know where you'd go to equal this value! Choice of taupe or wood-rose. Kiln-dried frames; fine construction throughout. Worth far more than our February Sale price!



A Sale Value!  
**BREAKFAST SET**  
**\$9.50**

Here's a popular Breakfast Set. Drop Leaf Table and four chairs. Latest finishes. Get a set for your home during February.

**MONTGOMERY WARD**

117 So. Central

Phone 286

Tell your Friends! Tell Friends to Tell Friends! Values too Good to Miss!