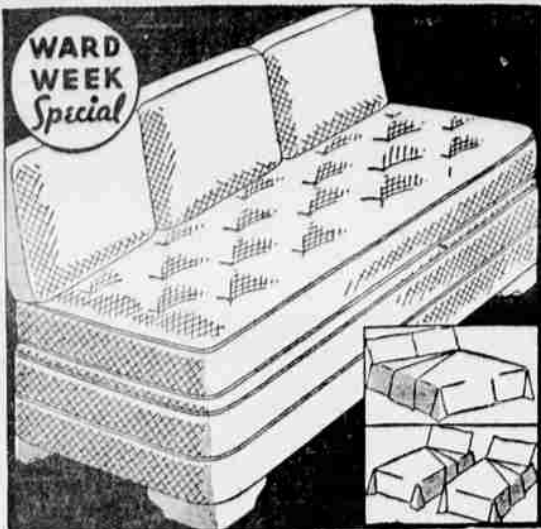


WARD



WARD WEEK Special

STUDIO COUCH
With Bedding Compartment
Regularly 34.94! Save Money!
\$28.94 \$5 Down, \$4 Monthly Small Carrying Charge

Note the design of this couch, the modern feet, round corners, box edge pillows. Top mattress of standard innerspring construction.



Lamp Shades
Ward Week Special **39c**

Parchmentized paper shades in bridge, junior and table lamp sizes. Buy now—save!



WARD WEEK Special

Lounge Set
Ward Week Special
\$21.94

Chair and Ottoman covered all over with home-spun tapestry. Reverse cushions. Sturdy frame of kiln dried hardwood.

Lounge Chair \$18.94
Ottoman\$3.94



WARD WEEK Special

Lamps & Shades
Ward Week Special **\$1.74**

complete Glazed composition bases in white, green, rust or blue. Parchmentized paper shades.



WARD WEEK Special

Floor Lamps
3-Light Reflector Lamp **\$4.94**

Heavy Bronze Plated Bases. Parchmentized paper shades. Ass't Bridge Lamps .244



Ward Week Special

Walnut Chair
Ward Week Special **\$6.44**

Large size, walnut finish. Covered all over with tapestry. Carved front stretcher. Turned front posts and shaped arms.



WARD WEEK Special

3-Piece Suite
Vanity, Bed and Chest. Regularly \$44.95!
\$38.94 \$1 Down, \$6 Monthly Small Carrying Charge

Three large pieces with walnut veneered surfaces. Large vanity mirror, attractive stipple maple overlays.

Vanity Bench, \$3.44



\$54.94 \$5 Down, \$6 Monthly Small Carrying Charge

Modern 3-Pc. Suite
Bed, Chest, Vanity or Dresser at \$10 Saving

Streamlined modern suite of walnut veneers with airflow style drawer pulls. Fine workmanship throughout.

- Hardwood Interiors Throughout
- Latest Design Metal Drawer Pulls
- Large, Clear Pile Glass Mirrors
- Hand Rubbed

Upholstered Vanity Bench Priced separately at \$4.94



\$74.94 \$7 Down, \$7 Monthly Small Carrying Charge

Angora Mohair!
2-Piece Suite! Regularly 84.94

Covered in mohair—reverse cushions in colorful moquette. Deep seat and high back. Kiln dried hardwood frame. Sturdy, solid construction. Elaborate carving. Full web base. You save extra during Ward Week.

- Well Built
- Extra Large Size
- Reversible Cushions
- Hardwood Frame



KING-O-SLEEP
MANUFACTURED SPECIALLY FOR
MONTGOMERY WARD & CO.
BY
SIMMONS COMPANY

WARD WEEK Special

Inner Spring Mattress
Made by Simmons—Only for Wards!
\$14.95

Packed and Sealed in Sanitary Carton

Wards "King-O-Sleep," a genuine Simmons mattress at a low Ward price! Deep inner coils, medallion damask covers.



WARD WEEK Special

2-Pc. Suite!
Extra Large Size! Regularly \$74.95
\$64.94 \$6 Down, \$7 Monthly Small Carrying Charge

Covered all over in mohair; reverse cushions in multi-colored jacquard. Elaborate carvings. Sturdily constructed in every detail. See it!



WARD WEEK Special

5-Pc. Suite
Philippine Mahogany Throughout!
\$24.94 \$3 Down, \$5 Monthly Small Carrying Charge

These five pieces are exceptionally well constructed and attractively finished. Table opens to 59-in. Heavy plank style table top.



WARD WEEK Special

Save \$10.00
Two-Piece Living Room Suite
\$44.94 \$3 Down, \$6 Monthly Small Carrying Charge

Covered all over with figured cotton tapestry. Reversible cushions. Carved base rail, cut back arms and large carved feet. Save!



WARD WEEK Special

90-Coil Spring
\$5.44

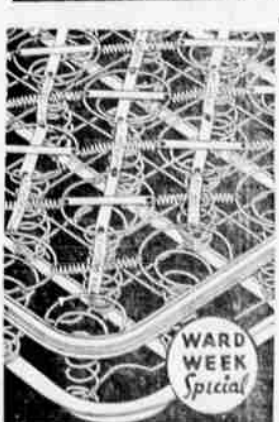
90 double wire coils—single deck spring—1 1/2 inch angle wire frame. SAVE!



WARD WEEK Special

45-Lb. Mattress
\$5.94

Cotton linter mattress—5 lb. heavier than those usually sold at 5.94. SAVE!



WARD WEEK Special

99-Coil Spring
\$10.94

Saves more and get greater comfort with this even-surface foundation bed spring. 99 double deck coils, with smooth angle top horizontal cross tied top; der, heavy angle steel base.

Same Spring Silver Finish 11.94



WARD WEEK Special

Innerspring Mattress
\$10.94

Inner spring mattress with Premier wire inner coils in felted cotton.



WARD WEEK Special

Bridge Lamp
1.00

Complete bridge lamp with shade. All metal base. Parchment paper shade. SAVE!



WARD WEEK Special

Big Value!
5-Pc. Set
Regularly \$14.95
\$10.94

Extension table made of solid, vertical grain fir. Opens to 50 inches. Chairs are hardwood. A sensational value. You save \$4.00.

BUY ON THE BUDGET PLAN AT SALE PRICES! SAVE!