

WARDS GREATEST *Rug Sale* IN 8 YEARS



**YOU SAVE
18%^{to} 40%**

**9x12
SEAMLESS
AXMINSTERS**

COPIES of ORIENTALS

Extra! \$4.98 Rug Cushion Included
Total Value \$50.93 You Save \$11.05

39⁸⁸

PAY ONLY \$4 DOWN
\$5 Monthly, Small Carrying Charge

**You Get This
Regular \$4.98 Hair
RUG CUSHION**
With the Above 9x12 Rug
A soft, heavy, waffle-surface
cushion that will add years of
life to your rug!

Come early for these. The rug alone is worth \$45.95 and you get a \$4.98 cushion besides! See these copies of Royal Kashans and hand-made orientals. Each one is an exclusive pattern in gorgeous colors! Many are fringed and all are serged like true orientals! Feel them—they're not stiff like ordinary low priced rugs—they're soft, luxurious—made of thick, heavy, all wool pile! Turn back the end of one of them—see how in most of them the rich colors go through to the back! Note how the beautiful high-lighted sheen is woven permanently right into the pile! Hurry—come early—save more!

Scatter Size 27 X 54 inch Rugs to Match Above 9 X 12 Rugs . . \$3.48

Sale! 9x12 Pattern-Through-to-the-Back

AXMINSTERS

You Save About \$8.50
Seamless! Serged! Fringed!
Colors Woven Through Back!

30⁸⁸

\$4 Down
\$5 Monthly; Small
Carrying Charge

Copies of rare Persian and Chinese orientals that have the softness and beauty of the originals! Note the rich sheen of the lustrous highlights permanently woven into the deep all wool pile! You'll search far and long before you find the equal of this Ward value!

Don't Miss This Value! 9x12 Seamless

AXMINSTERS

You Save About \$7
Serged Sides! Blue Backs!
Copies Persians, Orientals!

27⁸⁸

\$3 DOWN—
\$5 Monthly; Small
Carrying Charge

Woven from the finest of imported wools! These rugs don't know the meaning of wear! New modern and hooked rug patterns and beautifully high-lighted Persians in reds, rusts, taupes and tans! All have dark blue backs that won't show the dirt! Save!
27 in. by 52 in. . . . \$2.48

Hurry—Price goes UP after this Sale!

WARDOLEUM RUGS

NEW 1936 SPRING PATTERNS!

5⁴⁸

Just look at this February Sale special! Think of getting a regular 9x12 rug for your home at this low price! See the attractive tile and new-loral designs! They're ideal for kitchen, bedroom and dining room floors! A damp mop keeps them spotless—the long-wearing enameled retain their brightness for years! Save NOW!

6x9, \$2.78 7 ft. 6"x9 ft., \$3.68 9x10.6, \$5.18

Same Quality as Regular \$6.45 Grade!

NARROW BORDER—9x12 ROOM SIZE WARDOLEUM RUGS

Smart New Hooked Rug and Tile Designs

4⁹⁸

Getting a regular 9x12 rug for only \$6.45 is low—but during this sale you can get the same quality rug for over \$2 less! That's a saving of 31%! The bright enamel surface is water-proof, stainproof and easy to clean. No tacking or cementing—simply unroll, it will lay flat!

6x9 ft., \$2.40 7 1/2x9 ft., \$2.98

Right in the face of rising prices Wards offer \$430,235 worth of rugs for only \$358,937! That means Wards customers will save \$71,298 because Wards bought before wool rug prices started skyrocketing! And prices are still going up—there's no telling when they'll be as low again! Manufacturers say it won't be for years! Don't delay—come to this sale now — buy the rug of your choice — GET YOUR SHARE OF THIS \$71,298 SAVING! WHILE QUANTITIES LAST!

RUGS UP 5 TO 7% AT FALL SHOWING
Mills report of Another Advance in Anticipate 1936 Years.
RUG MAKERS SAY PRICES MUST GO HIGHER
Sharp Increase Predicted by Many Leading Mills

Every Wool Rug in This Sale Woven to Meet Rigid Specifications of the

Carpet Institute of America!

Sale
Wardoleum Yard Goods

6 Ft. Widths for Seamless Kitchens 26c
running ft.

New Spring Patterns
Save on every square yard by buying during the sale! Cover your floors from wall to wall—the 6 foot width will cover many floors seamlessly! Wide range of patterns and colors—keep clean with a damp mop. Buy now! Save!

Sale
IMPORTED Rag Rugs

Usual 49c Value! 37c
Sturdy, brightly colored basket weave rugs in convenient 24 by 18 inch size! Buy several at this low price! Use them in your bathroom or kitchen as scatter rugs

MONTGOMERY WARD