

WEDNESDAY . . . JANUARY 15TH
THURSDAY . . . JANUARY 16TH
FRIDAY JANUARY 17TH
SATURDAY . . . JANUARY 18TH

First 4 big days!
Sale Wards

HOUSE FROCKS

Next Monday the Price Goes Back to 98c.

88c

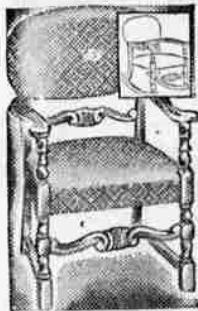
4 DAYS ONLY

Sparkling with fashion details—from their smart collars to their flared or pleated skirts! Tubfast 80 square percale that defies both wash-tubs and wear! Crisp tailoring usually found on dresses at much higher prices! Gay plaids, checks, stripes, florals and polka-dots. 14 to 52.

FEBRUARY FURNITURE SALE

and Sales for the Home

SAVINGS OF \$340,000 FOR THRIFTY WARD CUSTOMERS!



Occasional CHAIRS

Save **1.79 4 44**

6.45 Value
 Attractive, well made, comfortable! Covered in rust or green homespun tapestry! Shaped arms, heavy turned legs!



3 Piece BED OUTFIT

Each Piece **6 44**

Your choice of Simmons bed or mattress; also comfortable coil spring. Ordinarily you'd pay 20% to 30% more for any one of these items! Buy all three pieces in the Sale and Save!



Lounge Chair & Ottoman

22 88
27.95 Value!

It's luxurious! It's good looking! It's sale priced! One of the finest chairs we've ever seen for so little money! Big, human proportions—completely covered with durable and attractive tapestry! Sale saving!



5-pc. Attractive Breakfast Set

Save **2.07 10 88**

12.95 Value!
 A solid hardwood set at even less than the usual price of softwood sets! Choice of applewood, green or ivory enamel finishes! Dropleaf table opens to 30x50 inches! Four sturdy chairs!



Unpainted CHAIR

79c
1.00 Value!

Not the ordinary softwood chair usually sold at this price but heavy, solid hardwood! It's fun to paint it yourself! Shaped cathedral back, turned legs. Sanded, ready to paint.



USE WARDS BUDGET PLAN

To Buy Everything You Need

Wards Budget plan is a convenient way for responsible people to use their credit in purchasing everything they need from Wards . . . when the total purchase is \$20 or more! Simply pay a little down, a little each month, with carrying charge.

WARDS WHITE SALE

Largest Purchase in Our History! Check Over Each Bargain Offer!
TURN TO PAGE 5

SHOE CLEARANCE

Hundreds of Pairs! Semi-annual Savings. You Can't Afford to Miss!
TURN TO PAGE 4

"King-O-Sleep"

INNERSPRING MATTRESS

Made by the Simmons Company **FOR WARDS,**
 World's Largest Retailers of Bedding and Furniture

Its superb construction insures luxurious rest, renewed energy, and years of satisfactory service! Its luxury is based on double tempered Premier wire coils—220 of them—the strongest and best that money can buy! Thick sisal pads are placed

on top and bottom of these springs to keep them from pushing through! In addition there is 25 pounds of deep, fluffy, clean new felted cotton liners! The beautifully figured imported Belgian damask ticking is woven for long wear!

KING-O-SLEEP BOX SPRING TO MATCH 15 88
 Compare with \$24.75 Box Springs elsewhere! 80 large, deep Premier wire coils anchored in sturdy wood frame! Ideal support for the King-O-Sleep mattress! Damask covered to match innerspring.

15 88
 Only at Wards
 at a Price
 Like This

MONTGOMERY WARD

117 SOUTH CENTRAL

MEDFORD, OREGON

TELEPHONE 286