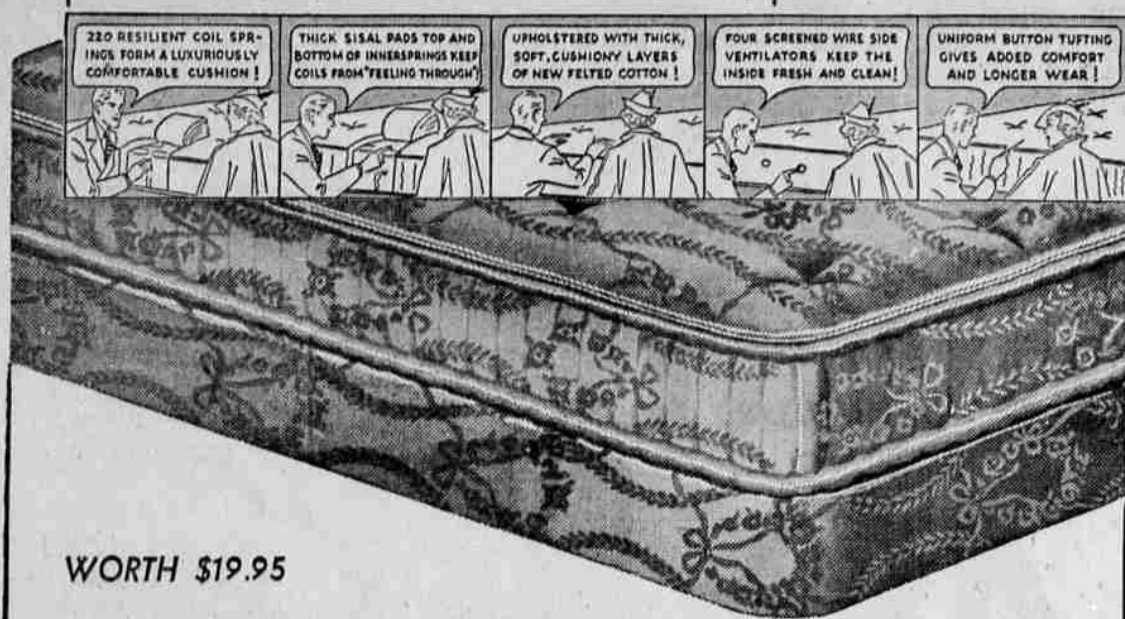


HURRY TO WARDS! SALE ENDS SATURDAY!

Here's Why Thousands Have Bought This Famous Mattress!



WORTH \$19.95

King-O-Sleep Innerspring Made by SIMMONS

Not only comfortable—but LUXURIOUS! Not merely low priced but actually almost \$4 lower than a similar nationally advertised mattress! Its superb construction insures years of luxurious rest and satisfactory service! Its comfort is based on double tempered Premier wire coils—220 of them—the strongest and best that money can buy! Thick sisal pads keep these coils from "feeling through"! Deep layers of new felted cotton liners! Woven damask ticking! Rush to Wards—buy it NOW!

KING-O-SLEEP BOX SPRING. Made by Simmons with 80 deep, resilient coils..... 15⁸⁸

WARDS FEBRUARY FURNITURE SALE
A Big Sale Special at 15⁸⁸



Compare with similar Suites Selling at \$79.50

Rugged Early California Davenport and Chair

Wards February sale offers you important savings on fine furniture! This economy is even more significant when you can save dollars on a massive, sturdily built early California suite like this one! The beautiful tapestry covering is a grade usually found only on expensive suites! Every feature emphasizes roomy comfort! Attractive magazine baskets are built right on to the arms of chair and davenport so that you won't even have to move when you want to read! Every line of the rugged hardwood frame has been carefully reproduced from original early California furniture!

WARDS FEBRUARY FURNITURE SALE
69⁸⁸
YOU PAY DOWN \$6
\$7 PER MONTH
Small Carrying Charge



Save \$9.62

One of the Largest Suites ever Offered at this Low Price!

Cotton Tapestry

2 Big Pieces -- Usual \$54.50 Value!

Here's amazing value—an extra large davenport and chair for the same price that the davenport alone would usually sell for! See these BIG features: 80 inch davenport—seats 23 inches deep from front to back—backs 34 and 36 inches high! Go where you will! Compare these facts with as many suites as you like! We sincerely believe that you won't find another suite of this quality at anywhere near Wards February Sale price!

WARDS FEBRUARY FURNITURE SALE
44⁸⁸
YOU PAY DOWN \$5
\$5 PER MONTH
Small Carrying Charge



Reduced for the Sale!
9x12 SIZE

WARDOLEUM RUGS

... Worth \$6.45

No Trouble to Lay
Simply Unroll - No Tacking Needed

548

Here's big sale value! 9 x 12 Living room, bedroom and kitchen rugs at a February Sale price that's almost as low as what you'd generally pay for yard goods! Tile patterns, moderns, hooked rugs, even Floral design are included! Gay, interesting, easy-to-clean patterns.



Save 9.62

on this 3 Piece

Walnut Veneer Suite

Compare Similar Suites Usually at \$52.50

Wards February Sale price on this suite is one of the lowest we've ever seen for such fine quality! The ordinary suite at this price is usually mere hardwood! This suite is 3-ply veneered! Don't miss this chance to save! Choice of vanity or dresser. Vanity bench, \$4.14.

WARDS FEBRUARY FURNITURE SALE
42⁸⁸
YOU PAY DOWN \$3
\$4 PER MONTH
Small Carrying Charge



Reduced for Wards February Sale!

5 PIECE DINETTE

only **21⁸⁸**

USUAL \$26.95 VALUE TODAY ... CHOICE OF 3 POPULAR FINISHES!

Find out at first hand what a wonderful value this dinette is! Compare it with as many other sets as you like! Note the thickness of the solid hardwood legs! Lift one of the ladder back chairs—feel how heavy it is! Every piece has been carefully, sturdily built of solid hardwood and finished in long-wearing lacquer! And not only that—this dinette comes in a choice of walnut, maple or jade shades! Don't pass up this bargain—SAVE during this sale!



Lounge Chair

With Ottoman

22⁸⁸

Both for **22⁸⁸**
Usual \$26.95 Value!

The chair alone would usually cost this much! Wards February Sale price includes the ottoman too—that's why we say BUY NOW! It's big, luxurious! Covered in attractive, long-wearing tapestry! SAVE!



Hurry! Hurry!

Rush to Wards Tomorrow! Don't Miss this Big Value!

9x12 SEAMLESS

AXMINSTERS

Usual \$32.50 Values!

Ward stores have thousands of these rugs but they'll sell fast at this price! They're woven from the finest of imported wools and come in modern, hooked rug patterns and beautifully highlighted Persians in reds, rusts, taupes and tans! You can count on them to give long service too—the deep, fine quality, all wool pile insures that! The dark blue backs won't show the dirt! Serged sides! Don't delay, and be disappointed—buy now!

SAVE ON AXMINSTER SCATTER RUGS!

27x52 in. Axminster Scatter Rugs. Attractive patterns in harmonizing colors. Sale Priced at **249**

WARDS FEBRUARY FURNITURE SALE
27⁸⁸
YOU PAY DOWN \$3
\$5 Per Month
Small Carrying Charge