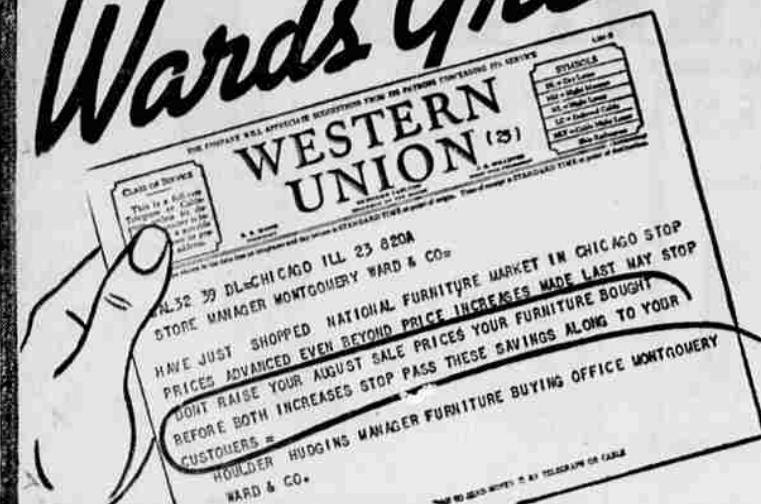


Setting New Records for Value! Setting New Records for Sales!

Wards Great

AUGUST LEADERSHIP SALES FOR THE HOME



This is just another reason why Wards leads the world in the sale of Home Furnishings. Wards buys at lowest possible prices . . . and then passes the savings along to you. This method of doing business enables Wards to sell at prices lower than competitors. Hundreds of thousands of American Home-Lovers realize this and as a result their purchases have made Wards the World's largest retailer of Home Furnishings!

This great sale is now four weeks old . . . but crowds still throng the Home Furnishings floors in Wards stores from coast to coast! And no wonder! This sale offers you the newest style home furnishings at sensational savings . . . savings that may not be duplicated in years to come! If you haven't visited your Ward store to see these values . . . come tomorrow! You cannot economically afford to miss the wonderful bargains!

Hurry! Only a Few More Days in
Wards August Rug Sale!
SAVE UP TO \$15!

\$37.95 to \$39.95 Quality Seamless
9x12 Axminsters
Wards Famous Durastan-
\$3 DOWN, \$4 Monthly
plus carrying charge **2988**

You make *double savings* if you act now: You beat the price rise on rugs, and you make an extra saving at Wards cut prices! And you get Carpet Institute Quality! 56 rows of imported wool pile per foot—count them—compare—save \$10 to \$12 at Wards! See our big selection of every latest rug style—Moderns, Textures, Hooks, Oriental copies! Don't miss them!

\$59.95 to \$64.95 Quality 9x12
Seamless Wiltons
\$5 DOWN, \$6 Monthly
plus carrying charge **4788**

Famous Royal Derbends! Over 1,000,000 tufts of imported wool pile per rug! That means you get the wear that has made the Wilton weave famous! That means you get much finer quality than in most seamless Wiltons offered at this low price! Rich, colorful Oriental patterns. Luxuriously fringed!

Fringed Wool Pile Axminster Scatter Rugs
Lovely in bedrooms, doorways, halls! Non-slip Latex backs! Exclusive Ward patterns! Moderns, Hooks, Orientals! 27"x48"—\$2.78; 36"x60"—\$4.58. **188**

Regular \$5.95 Easy-to-Clean 9x12
Wardoleum Rugs
9 x 10 1/2 - \$4.70
7 1/2 x 9 - 3.48 **538**
6 x 9 - 2.60 9x12

A grand chance to spruce up neglected rooms at these extra savings! And to end rug-cleaning drudgery, for a damp mop keeps Wardoleum's baked enamel surface spotless! Waterproof and stainproof! Simply unroll—they lie flat on the floor without fastening! Finest selection of patterns and colors in town!

6 and 9-foot Seamless Wardoleum, Reg. 42c
Don't miss this sale saving on famous Wardoleum, the finest standard weight felt base floor covering! Gay Moderns, Florals, Hooks, Tiles for seamless floors! **38c**
24" Wide Wardoleum Rug Border reduced to 10c Rn. Ft.
36" Wide Wardoleum Rug Border reduced to 14c Rn. Ft.

Leadership in Value!

Only Wards and a World Famous Maker could bring you such amazing quality at this price! MORE Comfort Features than a Nationally Advertised \$14.75 Mattress, Save — \$3 Besides!

182 Coil Innerspring
1088

All the restful comfort of an innerspring mattress at ordinary cotton mattress prices! The maker's name is a household word wherever fine bedding is used! . . . We can't use his name because Wards August Sale price is so far below usual nationally advertised values! Read the comfort features . . . rush to Wards NOW . . . buy innerspring comfort for only \$2 DOWN! All Standard sizes.
\$2 DOWN, \$2 Monthly, Plus Carrying Charge

Mammoth Hotel Mattress **1988**
272 Comfort Coils, deeply upholstered in layers of softest felted cotton! Smart ticking!
\$2.50 DOWN, \$3 Monthly, Plus Carrying Charge

Reg. 1295 Platform Spring
Double deck, double comfort coils —90 of them—made of finest quality Premier wire! Ea. . . . **1088**

EXCLUSIVE STYLE—LIKE \$104.00 BEDROOMS!

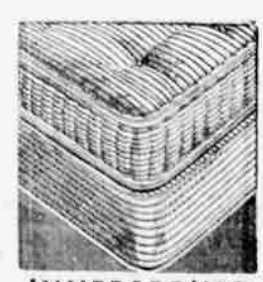
3 Pcs.—COSTLY VENEERS
You must see this suite to appreciate its costly oriental-wood and bird's eye maple on hardwood! Tall mirrors! Smooth interiors—snagproof! Dustproof top and bottom drawers! Bed, chest and vanity or dresser! Bench, \$4.70
\$8 DOWN, \$9 Monthly, Plus A Small Carrying Charge

8988

3 Pc. Carved Bedroom **Newest Style—Save \$20**
African walnut on hardwood! Bed, chest, and vanity or dresser! Bench. **5988** 3 pcs.—butt walnut on hardwood! Bed, chest and vanity or dresser! **7488**



Unpainted Chairs
Regularly \$1.00 **89c**
Solid hardwood! Cathedral Dome style! Buy several! Easy to stain or paint!



INNERSPRING
Worth \$19.95 **1488**
309 comfort coils upholstered in new, clean cotton! Blue and white ticking.



\$23 Cedar Chest
1695
Beautifully veneered in diamond matched ketobra and butt walnut! All cedar lined!



100% Duck Feathers
Each **188**
Exclusive Ward process makes pillows light, fluffy! Feather-proof tick. 21x27.



3-Drawer Dresser
1245
Big roomy fir dresser. Three drawers. Tall plate glass mirror! Walnut finish.