

Record Low Prices! Starts tomorrow!

WARDS GREATEST AUGUST FURNITURE SALE

Some of the Most Sensational Low Prices We've Offered in Years!

The Largest Furniture Purchase of 1938 Brings You Huge Savings

The Newest Styles of 1938 Scooped from the July Furniture Show!

Some Items \$30 to \$40 LOWER than the LOWEST Price Possible in 1937!

Save on Everything for Your Home Buy on Wards Monthly Payment Plan

Exactly like a \$119⁹⁵ Suite!



Pay \$7 a Month
Down Payment, Carrying Charge

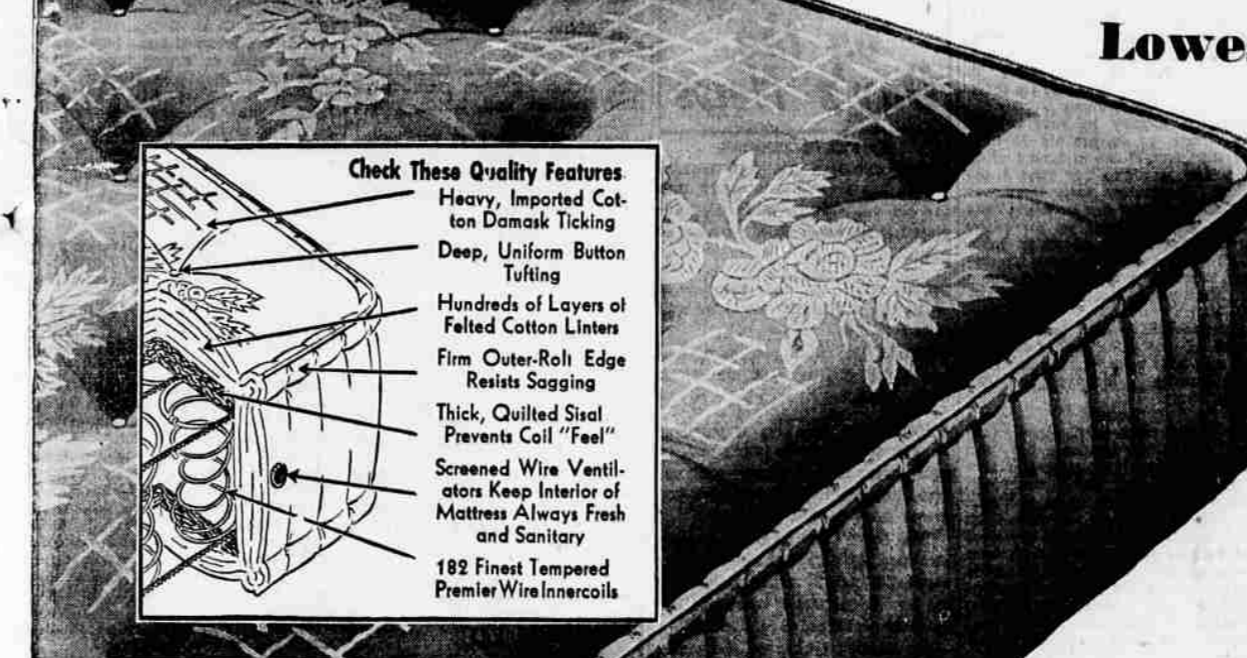
84 Inch Davenport! Solid Walnut Base and Legs!
2 Pc. Velvet Suite

Put this August Sale miracle value right next to a suite that was a bargain at \$119.95 in 1937 and you can't tell the difference between them! EVERY SINGLE FEATURE IS IDENTICAL IN APPEARANCE AND QUALITY AND YOU SAVE \$40 BECAUSE OF A GREAT WARD BUYING SCOOP! Look at what you get: • Extra L-A-R-G-E seats a full 23 inches deep • Genuine one piece web construction • Black moss and cotton upholstery • SOLID WALNUT base, arm panels and legs • Rich, luxurious velvet cover in your choice of colors!

Comparable Value \$75. Massive 2 Piece Semi-Modern Velvet Living Room **59.88**

74⁸⁸

Imported Damask Innerspring!



Lowest Price in Wards History for Such Quality!

- Check These Quality Features
- Heavy, Imported Cotton Damask Ticking
 - Deep, Uniform Button Tufting
 - Hundreds of Layers of Filled Cotton Liners
 - Firm Outer-Roll Edge Resists Sagging
 - Thick, Quilted Sial Prevents Coil "Feel"
 - Screened Wire Ventilators Keep Interior of Mattress Always Fresh and Sanitary
 - 182 Finest Tempered Premier Wire Innersprings

MIRACLE VALUE

Two years ago the lowest price on the market for a mattress like this was \$14.95! Last year Wards regular price was \$12.95! Last February we broke all records with a low price of \$9.88 AND NOW HERE'S THE LOWEST PRICE AT WHICH WE EVER DREAMED WE COULD OFFER SUCH FINE QUALITY! You'll have to hurry—with a price so sensational quantities may not last longer than the first few days of the sale!

LOOK! \$10 Value!
90 Coil Spring

4.88

10⁸⁸

Double, Twin Bed or Three-Quarter Size

Look! 11 Tubes! AC! World Range!

Compare with \$85 Radios

Only \$5 a Month. Down Payment, Carrying Charge

49⁹⁵

TODAY—Wards rock the town! Today—Wards make radio history! Today—the World's Largest Retailers of Radios hand you a "special dividend" in this astounding value! Never before—such tone—such beauty—combined with such amazing savings! Think of it! 11 tubes! World range! And look at all the rest you get!

- Big Super-dynamic speaker
- Full Vision Dial
- Automatic Volume Control
- High Fidelity
- Personal Tone Control
- Big 41" hand-rubbed cabinet

Compare \$35 Sets

Automatic Tuning Auto Radio

\$3 a month, carry'g chg.

19⁹⁵

5 tubes! 4 automatic sections! Just push a button! 6" super-dynamic speaker! Automatic volume control! Fits any dash!

Looks Like \$39 Quality

Lounge Chair

\$4 a Month

29⁸⁸

The BIGGEST, most luxurious chair we've ever sold at this price! Rich, heavy rayon velvet upholstery. Reversible seat! Sagless construction!

Special Washer

43⁹⁵

\$4 Monthly, Down Payment Plus Carrying Charge

A rock-bottom price on this dandy washer! It's fast... efficient... thoroughly washes a full 6 lb. load! Has Lovell wringer! Finished in green!

Comparable Value \$75

2 Pieces in Velvet

\$4 a Month

59⁸⁸

MORE size, MORE fine construction, than most suites \$20 higher! Massive davenport! Fine carved panels and base!

Compare \$32.50 Quality Seamless, All Wool

9x12 Axminsters

\$5 a Month Down Payment, Carrying Charge

25⁸⁸

A sensational Axminster rug bargain! Compare these features anywhere: The deep textured pile is woven seamless of fine wools! Choose from newest Textures, Modern, Hooked design and Oriental patterns!

Stainproof, Waterproof Same as \$4.79 Quality

Wardoleums

9x12 Narrow Border

10 Room Sizes to Choose from. All at Wards sale price.

39⁶

Same quality as Wards \$4.79 bordered Wardoleum rugs! YOU GET TWO-WAY SAVINGS—lower costs for narrow border patterns—cut Sale Prices! Colorful, easy-to-clean designs in baked enamel felt base!

SALE, WARDOLEUM by the YARD 6 and 9 ft. widths. Sq. yd. **33c**

Special Factory Purchase!

Compare \$29.98 Value... Save \$10 Now! 9x12 Broadloom Rug

19⁹⁸

Wards bought all that the famous maker could produce in order to bring you a price this LOW! In our honest opinion it's the greatest wool rug bargain we've ever been able to offer! You get the newest type two-tone texture design on the market in today's most popular colors! They're ALL WOOL, woven seamless with a velvet-like pile that won't crush! Latex back adds weight and wear, keeps corners from curling!

\$3 a Month, Down Payment, Carrying Charge

Special Sale Purchase

Modern Sofa Bed

\$35 a Month

39⁸⁸

A beautiful, modern davenport with 72 inches of luxurious seat space! Makes up into double bed quickly and easily! Rayon and cotton velvet cover!

August Sale Sensation

Guest Chair

\$4 a Month

6⁴⁴

If the Sale price was \$7 you'd still say this big, beautiful chair was a bargain! Wide, roomy, "No-Sag" spring seat and high back! Heavy tapestry cover! Walnut finished! Hooker to match..... \$41

Sale Compare \$49 Value

Studio Lounge

\$4 a Month

29⁸⁸

Sale sensation! Combines best features of lounge and davenport! Slide-out feature converts it easily into twin or double bed! Fine cover!

Record Low Price

Aristocrat Mattress

\$4 a Month

21⁸⁸

Every detail has been copied from style selling \$40 to \$15 higher! 389 finest comfort coils! Costly rayon damask cover! Deeply upholstered!

Wards Lowest Price

3 Pc. Bed Outfit

\$2 a Month

48⁸ ea.

So sensationally priced you'll have to hurry! All steel walnut enameled bed has decorated panel! 50 pound cotton mattress! 90 coil spring!

Save \$30 on 1937 Price

Waterfall Bedroom

\$5 a Month

49⁸⁸

Extra L-A-R-G-E pieces in rich walnut veneers on hardwood! All drawers dustproof! Big, round mirror! Bed, chest and vanity or dresser.

Down Payment, Carrying Charge

Compare \$49.50 Quality Sale! 9x12 Axminsters

\$5 a Month

38⁸⁸

Drastically reduced! Extra heavy quality in rich patterns that give you over ONE-THIRD MORE wear than most rugs at this price.

Now, 14 Sizes Reduced

Broadloom Axminsters

9x12 Size

29⁸⁸

14 rug sizes scientifically tailored to fit room sizes—all drastically reduced! Seamless! All wool! Choose from rich colors in many new patterns!

Vig-O-Rest Platform Spring

Comparable value \$22.95! Features of famous makes! \$9 coils! Platform top!

10⁴⁴

Unpainted Hardwood Chair

Not softwood, but a big, sturdy hardwood chair sale priced! Ready to paint!

100

Reg. \$1.59 Chenille Rugs

Ideal for bathroom, bedrooms! Washable, reversible! Chenille and cotton!

100

Cedar Chest with Tray

Comparable value \$30! A BIG fancy veneered chest with sliding inner tray!

15⁴⁴

Hardwood Radio Table

Sensationally low priced! Walnut topped hardwood with built-in aerial under top!

\$1

Convenient Metal Tray Smoker

Amazingly Sale priced! All steel in 3 finishes! Automatic push-button ash drop.

129

Compare 1.59 Feather Pillows

Special! Large size filled with 25% turkey and 75% hen feathers! Floral ticking!

\$1 ea.

Modern Hardwood Chest

Four big, roomy drawers! Sturdy made and finished in walnut.

8⁸⁸

All Steel Oversink Cabinet

Special purchase! Washable enamel! 6-way light!

985

6-Drawer Kneehole Desk

Even \$25 would be LOW! Veneered in butt walnut and orientwood on hardwood!

2295

Sale of I.E.S. Floor Lamps

Copy of \$25 quality! Beautiful spun steel base and satin shade! 6-way light!

988

All Steel Medicine Cabinet

Sale priced! Has clear glass mirror and 2 inside shelves! In washable enamel!

369

40 Pound Cotton Mattress

You'd expect to pay \$61.40 pounds of cotton filling! Floral or striped ticking!

488

Unpainted Dropleaf Table

A sale bargain! Has Ponderosa Pine top, "Thread" construction! Hardwood legs!

398

Sale Scoop Folding Card Table

Black fibre stain and burn resistant top! 8 x 14 1/2 braced legs in 4 colors!

\$1

5 Pc. Walnut Waterfall Dinettes

Miracle value! Ideal for small dinettes—large enough to seat 8; one extension!

3288