

DOUBLE SAVINGS SALE

Hurry!
Just 4 more days to
buy these amazing
**RUG WEEK
BARGAINS**

SALE! Compare every
feature of rugs \$10 HIGHER
then BUY and SAVE at these
very low RUG WEEK prices!

9x12 All Wool, Seamless
AXMINSTERS

25⁸⁸
\$3 a Month,
Down Payment,
Carrying Charge



- New Patterns
- New Colors
- Latest Styling

Only at Wards could you expect to find such a dollar-saving price on ALL these fine quality rug features! Get beautiful patterns, deep, clear colors, long wear and luxurious softness you look for in rugs at \$10 MORE! Wards wide assortment includes rugs to harmonize with any room in any color scheme! Choose from modern textures, hooked designs, exquisite new floral-leaf patterns... in Blue, Rust, Burgundy or Woodtones! The rich colors are permanently dyed into soft, all-wool pile that will wear for years! Take your savings NOW! at sensational RUG WEEK prices!

**9x12 BROADLOOM
AXMINSTERS**

29⁸⁸
\$3 A MONTH,
Down Payment,
Carrying Charge

You could pay \$39.50 for this 9x12 size rug and still have to search far to get such quality! NOW, during RUG WEEK you can get the same kind of savings on every one of the 14 sizes available—buy Wards famous "Custom-Sized" Durastans! Check every room size available—then make your selection from the biggest assortment in town! Newest textures, Persians, Hooks, Modern Florals! Woven SEAMLESS, of imported, all-wool yarns!

**14 Rug Sizes—
All Reduced**

10'6" x 15'	9' x 10'6"
10'6" x 13'6"	9' x 7'6"
10'6" x 12'	6' x 9'
9' x 18'	6' x 4'6"
9' x 15'	2'3" x 9'
9' x 13'6"	2'3" x 12'
9' x 12'	27" x 54"



*It's taking the
Country by Storm!*

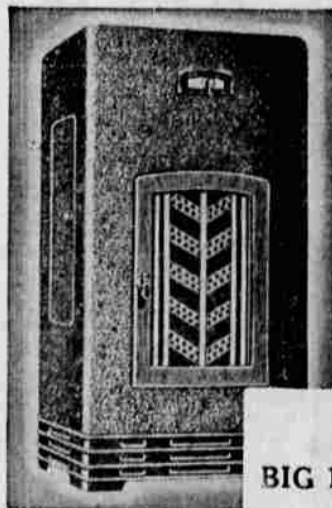
WHY PAY \$85?
Wards bring you this new
CONSOLE GRAND
at the amazing low price of
49⁹⁵
\$5 A MONTH,
Down Payment,
Carrying Charge

**9 Tubes! A.C. World Ranges!
High Fidelity! 10" Speaker!**

Again Wards take the "padding" out of radio prices! This time it's the new Console Grand—that handsome low-boy style hit that's sweeping all America! With it you get the distance, tone quality and selectivity of high-priced radios! Only the tremendous volume of the World's Largest Retailers of Radios makes possible such an offer!

Don't Be Fooled! Look in the Back!
Note the big baffle-board—big 10" speaker! Full range tone control with High Fidelity-Automatic Bass Booster! Examine the rich grain and hand-rubbed lustre of the cabinet's finish! Lighted Full-View dial! Electric Eye for perfect tuning!

OIL CIRCULATOR PRICES REDUCED \$5!
De Luxe Oil Circulator



Regularly 62.95

57⁹⁵

\$5 Down, \$6 Monthly, Carrying Charge

NOW you can afford the luxury of oil heat! No fire tending, no ashes to empty! Floods 3-5 rooms with clean, odorless heat! 10-inch pot. It's really 2 heaters... circulator and radiant!

BIG 13-inch Pot Now 67.95
Heats Up to 6 Rooms

**End Winter Drudgery
With Wards Big Oil Circulator**

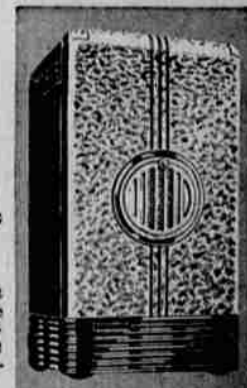
Reg. 54.95
Now Only

49⁹⁵

\$4 Down, \$5 Monthly,
Carrying Charge

A circulator with radiant doors! Famous Breeze Patented Smokeless 10-inch Burner saves fuel! Constant Level Valve prevents flooding!

Big 13-inch pot. Heats up to 6 rooms. \$57.95



MONTGOMERY WARD
117 SOUTH CENTRAL

TELEPHONE 294

Prices Slashed

Same Quality as \$5.25 Bordered Rugs!
9x12 Narrow Border, WARDOLEUM

4³² 9x12 Size

Double Savings for Rug Week! You save on the sale price! You save again because narrow border patterns cost less to make in the same quality as regular \$5.25 bordered rugs! Waterproof, stainproof, easy to clean! New patterns! Many other sizes.

6' x 9' ft.	9' x 10 1/2' ft.	9' x 18' ft.
7 1/2' x 9' ft.	9' x 13 1/2' ft.	4 1/2' x 6' ft.
9' x 9' ft.	9' x 15' ft.	4 1/2' x 4 1/2' ft.

WARDOLEUM BY THE YARD **36^c**

At LOW Rug Week prices you can afford gleaming, easy-to-clean floors WALL TO WALL! Baked enamel surface! 6 and 9 foot widths!

Wardoleum 9x12 Rugs 4.59
Reg. \$5.25
Quality Bordered