

A VALUE TRIUMPH for Wards in a GREAT NOVEMBER BEDDING SALE!

MATTRESS and PLATFORM SPRING

at ONE Record Low Combination Price for Both!

- Innercoil Luxury at Usual Cotton Mattress Prices!
- Newest Platform Spring Features!
- Complete Sleeping Unit at ONE price!



Both for

19⁸⁸

MATTRESS & SPRING

\$3 MONTH, Down Payment, Carrying Charge

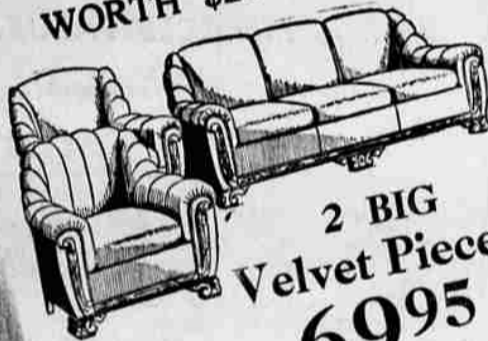
Again Wards produce a triumph in bedding value! This time it's an innerspring mattress and platform spring priced so LOW that it's a challenge value with mattress and spring combinations at \$10.00 more! Read all the outstanding quality features above and at the left! Remember—they give you deep, resilient, innercoil comfort for every hour you sleep... comfort that really permits you to REST... and you pay no more than you would for ordinary felted cotton!

BUY NOW AT SAVINGS---PAY LATER

on Wards Monthly Payment Plan! Open an account with any purchase of \$10 or more! Pay conveniently, by the month! Carrying charge is based on unpaid balance only!

99 Coil PLATFORM SPRING
 Made with the miraculous new "Posture Right" unit! You get extra body support at the center third for straight, relaxed sleeping!

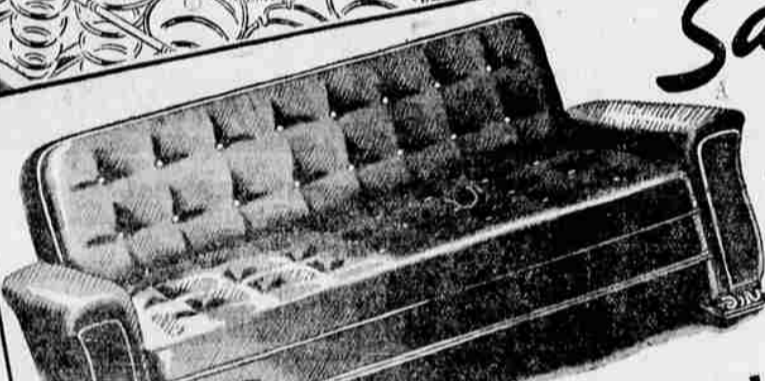
WORTH \$20 MORE!



2 BIG Velvet Pieces
6995

\$6 Down
 \$7 Monthly
 Small Carrying Charge

The huge davenport is 81 inches long! Covered in a heavy acetate rayon and cotton velvet!



Sale hit!

44⁸⁸

\$5 Monthly,
 Down Pay't,
 Carrying Charge

Easily Worth \$10 More!

STUDIO LOUNGE

A luxurious living room davenport by day! Richly upholstered in heavy cotton tapestry! Softly cushioned seat and back! A single motion converts it into a full size double bed!



SALE! 3 P.C. WATERFALL BEDROOM!



- You'd Expect to Pay at Least \$64.95!
- EXTRA Large Pieces!
- Genuine Figured Walnut Veneers!

54⁸⁸

3-Pc. Set Bed, Chest and Vanity!

This beautifully veneered waterfall bedroom sets a value record at Wards money-saving Sale price! You'll like the richly polished, hand-matched veneers at first glance—a striking combination of American walnut, banded with contrasting Zebra wood on fine hardwoods! Pull open the roomy, easy-sliding drawers—note the smooth, snag-free interiors! Newest modern drawer pulls! The circular, plate-glass mirrors are extra large! All pieces are rubbed to a satiny finish in a new Cocoa walnut color! Buy the bed, chest and vanity at this record LOW price—but BUY before the sale ends!

\$6 a MONTH, Down Payment, Carrying Charge

MONTGOMERY WARD

117 SOUTH CENTRAL

TELEPHONE 266