

WARDS GREATEST *Rug Sale* IN 8 YEARS

YOU SAVE 18% to 40%

9x12 SEAMLESS AXMINSTERS

COPIES of ORIENTALS

Extra! \$4.98 Rug Cushion Included
Total Value \$50.93 You Save \$10.50

39⁸⁸

PAY ONLY \$4 DOWN
\$5 Monthly, Small Carrying Charge

You Get This
Regular \$4.98 Hair
RUG CUSHION
With the Above 9x12 Rug
A soft, heavy, waffle-surface
cushion that will add years of
life to your rug!

Come early for these. The rug alone is worth \$45.95 and you get a \$4.98 cushion besides! See these copies of Royal Kashana and hand-made orientals. Each one is an exclusive pattern in gorgeous colors! Many are fringed and all are serged like true orientals! Feel them—they're not stiff like ordinary low priced rugs—they're soft, luxurious—made of thick, heavy, all wool pile! Turn back the end of one of them—see how in most of them the rich colors go through to the back! Note how the beautiful high-lighted sheen is woven permanently right into the pile! Hurry—come early—save more!

Scatter Size 27 X 54 inch Rugs to Match Above 9 X 12 Rugs . . \$3.58

Sale! 9x12 Pattern-Through-to-the-Back

AXMINSTERS

You Save About \$8.50
Seamless! Serged! Fringed!
Colors Woven Through Back!

33⁸⁸

\$4 Down
\$5 Monthly; Small Carrying Charge

Copies of rare Persian and Chinese orientals that have the softness and beauty of the originals! Note the rich sheen of the lustrous highlights permanently woven into the deep all wool pile! You'll search far and long before you find the equal of this Ward value!

Don't Miss This Value! 9x12 Seamless

AXMINSTERS

You Save About \$7
Serged Sides! Blue Backs!
Copies Persians, Orientals!

26⁸⁸

\$3 DOWN—
\$5 Monthly; Small Carrying Charge

Woven from the finest of imported wools! These rugs don't know the meaning of wear! New modern and hooked rug patterns and beautifully high-lighted Persians in reds, rusts, taupes and tans! All have dark blue backs that won't show the dirt! Save!
27 in. by 52 in. . . . \$2.48

Hurry—Price goes UP after this Sale!

WARDOLEUM RUGS

NEW 1936 SPRING PATTERNS!

5⁴⁸

Just look at this February Sale special! Think of getting a regular 9x12 rug for your home at this low price! See the attractive tile and new floral designs! They're ideal for kitchen, bedroom and dining room floors! A damp mop keeps them spotless—the long-wearing enamels retain their brightness for years! Save NOW!

6x9, \$2.78 7 ft. 6"x9 ft., \$3.68 9x10.6, \$5.18

Same Quality as Regular \$6.45 Grade!

NARROW BORDER--9x12 ROOM SIZE WARDOLEUM RUGS

Smart New Hooked Rug and Tile Designs

4³⁴

Getting a regular 9x12 rug for only \$5.98 is low—but during this sale you can get the same quality rug for \$2 less! That's a saving of 33%! The bright enamel surface is waterproof, stainproof and easy to clean. No tacking or cementing—simply unroll, it will lay flat!

Right in the face of rising prices Wards offer \$430,235 worth of rugs for only \$358,937! That means Wards customers will save \$71,298 because Wards bought before wool rug prices started skyrocketing! And prices are still going up—there's no telling when they'll be as low again! Manufacturers say it won't be for years! Don't delay—come to this sale now — buy the rug of your choice — GET YOUR SHARE OF THIS \$71,298 SAVING! WHILE QUANTITIES LAST!

RUGS UP 5 TO 7% AT FALL SHOWING
Millions of Another Advance in Anticipate Years.
RUG MAKERS SAY PRICES MUST GO HIGHER
Sharp Increase Predicted by Many Leading Mills

Every Wool Rug in This Sale Woven to Meet Rigid Specifications of the Carpet Institute of America!



Axminster Rugs
Reg. 2.39
2.50

—27x45 inches! Copies of moderns and Orientals! Buy now at this sale price! Save. Sanforized wool, end weights



Hair Rug Cushion
5.45 9x12 Ft.

All hair—won't mat down! Doubles the life of your rug. Save at Wards low price!

MONTGOMERY WARD

DON'T DELAY! Come to Store Opening Wednesday!