

WARD WEEK Saves You Over 75% on Every Rug Seamless - Fine Imported Wool Pile!

Sale! 9x12 Axminster

Made to Sell for \$29.50!
Reduced for Ward Week Only!

20⁸⁸

Ward Week's BIGGEST rug value! Thousands of people will find it hard to believe that such outstanding quality could be priced anywhere near this low! Think of getting a seamless, high pile Axminster woven of fine imported wools for LESS THAN \$22! Choose from moderns, florals, chintz patterns! Start for Wards NOW—buy one of these fine rugs and save over \$7! \$3 Down, \$4 Monthly, plus Carrying Charge.



Rug Cushion
Regularly \$5.98!
A thick all hair diamond surface cushion that makes a soft pad underfoot and nearly doubles the life of your rug! Ward Week price—
4⁹⁸
Sale! 27x52 Axminster Scatter Rugs . . . **2.68**
Sale! 24x45 Fine Imported Rag Rugs . . . **35c**

Save Nearly \$6 on 9x12 Oriental
Axminster
27⁸⁸
ODD SIZES AT SALE PRICES!
\$3 Down, \$5 Monthly, Small Carrying Charge
Ward Week cuts rug prices to the bone! See this group—feel the thickness and deepness of long-wearing pile! Only the finest of imported wools have been used! Choose from beautiful oriental copies, from moderns or hooked rug designs! Dark blue, soil proof back!
8½x10½ . . . **\$25.88**
7½x9 . . . **\$19.88**
6x9 . . . **16.88**

Verified Value \$6.45
449
9x12 Wardoleum
One of America's best and fastest-selling floor coverings sharply reduced for Ward Week only! Patterns for any room in the house! Make your selections from gay tile designs, smart moderns or floral patterns! Wardoleum needs no fastening—it lies flat on the floor! Buy during Ward Week.
9x10½ . . . **\$4.19** 7½x9 . . . **\$2.98** 6x9 . . . **\$2.39**
Sale of Super Service Wardoleums
Save 25% during Ward Week! This is our best grade Wardoleum . . . an extra heavy quality.
6x9 . . . **3.29** 7½x9 . . . **\$3.98** 9x10½ . . . **\$5.95**
Super Service Wardoleum Yard Goods . . . **28¢** running foot
649 9x12

WARD WEEK Brings You the Greatest Furniture Values of the Entire Season!

King-O-Sleep Innerspring!

Occasional Chair
Save! **5.44**
Attractively shaped arms and legs, walnut finished! Tapestry seat, back!

Peel Chair
Save 25%. Tub chair for porch or lawn. **2.79**

Sun-Bed Chair
3 lazy positions! Complete with footrest. **1.79**

New Lamps
Sale! **1.44**
Gleazed pottery bases beautifully designed! Shades tilt for reading!

Floor Lamp
Save \$2! **5.88**
Glass reflector type! Uses I.E.S. 100, 200, 300 watt bulb! Modern base! Hand finished shade!

Hardwood Chair
\$1 Value! **79c**
Unfinished! Sanded smooth! Buy several, paint them yourself!

"Form-Flex" Chair
Ward Week Special!
31⁸⁸
\$4 Down, \$5 Monthly Small Carrying Charge
Here's the newest development in lounging comfort! Form Flex (form - fitting) back responds to the slightest movement. Rich and luxurious velvet cover.
Ottoman, 7.94

Ward Week Sale!
15⁸⁸
Made by SIMMONS!
Simmons master bedding craftsmen made these! We've priced them low for Ward Week only! Rush to Wards NOW—examine the luxurious construction of this mattress! Feel the comfortable resilience of the 220 tempered innercoils—they're the strongest and best that money can buy! Thick sisal pads keep these coils from "feeling through"! Deep layers of felted cotton upholstery! Expensive imported panel design damask! Hurry—save during Ward Week!
Sale! Regular \$2.95 Feather Pillows 2.29
Large 21x27 size! 25% grey goose and 75% duck feathers! Each

5 Piece Dinette
Save \$3! **20.88**
Price goes up after Ward Week! Heavy type hardwood set! Hand decorated! Extension table, 4 chairs in natural finish!

8 Piece Dining Suite
64⁸⁸
Y Pos. Table, 8 side and 1 arm chair . . . **49.88**
Save \$20—Ward Week Only!
8 Piece Dining Suite
It takes Wards to bring you value like this! The usual price for an 8-piece suite of this quality is \$20 higher! 6-ply walnut veneer tops! Long-wearing hand rubbed lacquer finish! Massive turned legs! Oriental wood overlays on buffet! Suite includes large table, buffet, one arm and five side chairs! \$6 Down, \$7 Monthly, Small Carrying Charge

5 Piece—Save \$3! Ward Week Only!
10.88
SOLID HARDWOOD at less than you'd usually pay for a mere softwood set! Dropleaf table, 4 comfortable chairs! Enamel finish!

Innerspring
Save 20% **25.88**
Price slashed for Ward Week! 306 inner-coils! Sisal pads (prevent spring "feel")! Felted cotton upholstery. Pre-built embroidered borders. Damask ticking. \$3 Down, \$5 Monthly, Carrying charge.

198 Coil Mattress
Save \$6! **10.88**
198 innercoils instead of the usual 169—(and look at the sensationally low Ward Week price!) Plus quilted sisal pads! Deep, fluffy layers of felted cotton! Durable ticking.

Platform Coil Spring
Save \$5! **10.44**
Ward Week saves you ONE-THIRD! 99 cushiony double-deck coils! Platform type! Specially designed for innerspring mattresses! Enamel finish. Reduced! 99-Coil Spring **8.88**

Bed . . . 7.88
Spring . . . 5.88
Mattress, 7.44
Save \$2 on each! Smart metal bed finished in walnut chip-proof enamel! 45-lb. cotton mattress! 90 coil bed spring! Complete Outfit, only **\$21.20**