

THE MOST IN SLEEPING COMFORT at Sensationally reduced prices!

SAVE IN WARDS MAY MATTRESS SALE!



Venetian Blinds

Steel--Won't Warp or Chip!

Finest we've seen! Regularly 35c sq. ft.!

30^c sq. ft. sale price!

Others ask from 45c to 50c for same quality! Wards Sale price includes 2-inch curved slats—deluxe automatic mechanism—cornice with hidden drapery rod! Hurry! Buy NOW! SAVE!

MAIN FLOOR



Reduced from 59^c

Gay Colored Dot Sash Curtains

Buy NOW—SAVE at . . . **48^c** pr.

Fresh, crisp, gay! And neatly finished with full perky 3-inch ruffles! They'll fill your kitchen with plenty of life and color! Generous size! 3 popular color combinations to choose from!

MAIN FLOOR

Plays 300 Hours

New Portable Radio Plays in Your Car!

\$1 weekly. Low carrying charge **24⁹⁵** complete with battery pack

Plays in your car or anywhere on 300-hour battery pack! Or plugs into any AC or DC outlet! Has 6 tubes including rectifier! Built-in loop aerial! Dynamic speaker!

Auto aerial to use with above set 3.95

SECOND FLOOR



COMPARE THESE FEATURES!



Layers of soft felted cotton liners on quilted sisal insulation!

220 comfort coils for extra years of restful, healthful sleep!

Expensive inner-roll edge! Non-sagging vertical stitched border!

Challenges any Mattress \$7 more!

14⁸⁸ \$2 MONTHLY including carrying charge

Innerspring Mattress!

A Mattress Sale bargain with all the features of mattress priced \$7 higher! The 220 coil, Premier Wire unit means healthy, restful comfort! A Woven panel Stripe Cover and heavy vertical stitched border give this mattress lasting beauty and extra years of comfortable service! Heavy, quilted sisal insulation prevents uncomfortable coil feel! Cushiony layers of felted cotton.

Mattress and Box Spring combination 28.88

182 Coil Mattress? Save 6!

Restful, double tempered Premier Wire comfort coils! Deeply upholstered with soft cushiony layers of felted cotton liners and sisal! You get extra years of healthful sleep!

Mattress and Box Spring combination 19.88

99 coil comfort platform spring 10.88

Wards BEDDING—Second Floor

Equals Quality \$10 higher!

400 Coil Mattress!

More coils for more luxurious sleep! Flex-O-Lator insulation assures long-lasting comfort! Fine Damask Cover!

20⁸⁸

Both Box Spring and Mattress 40.88

SAVE IN WARDS GREAT MAY RUG WEEK SALE

Complete! Sale Priced



3 Pc. Bed Outfit Low at \$6 More!

Bed 5.88
Spring 5.88
Mattress, 6.44

16⁸⁸

Check quality, you'll know Wards price is LOW! Graceline metal bed with baked-on, durable finish! Long wearing, layer felted cotton mattress! 90 coil comfort spring!

\$2 Monthly, includes carrying charge

SECOND FLOOR

9x12 AXMINSTERS

COMPARE ANYWHERE AT \$6 MORE

27⁸⁸ 9x12

We made a special purchase of thousands to bring you this sensational Rug Week Sale Value! Compare these features with axminsters at much higher prices: Deep, resilient ALL WOOL PILE . . . clear, lasting colors, created with the finest rug dyes . . . smart new patterns you'll be proud to have on your floors! See these lovely axminsters today! You'll surely want to buy one at Wards low price!

Durastan Axminsters

Others ask up to \$8 more for this luxury quality! Choose from 18 new patterns . . . many "Custom Sizes"!

35⁸⁸ 9x12

Sale! Cedar Chests



Save \$5 NOW! Rich Veneers

\$4 Monthly, includes carrying charge **20⁸⁸**

Big, roomy and packed with luxury features, the ideal gift for bride or girl graduate! Costly walnut veneers on fine red cedar! Easy to open without moving from wall!

LUXURY CHEST

Aromatic red cedar tray! Self rising, removable!

24⁸⁸

SECOND FLOOR

WARDS RUG WEEK . . . BROADLOOM SALE!

Compare anywhere . . . then save up to 20% at Wards Sale! See our smart selection of new patterns in this durable Axminster broadloom! 9 and 12 ft. widths cut to fit your rooms!

2⁹⁷ sq. yd.

TWISTED FRIEZE Sale! 27 in., 9, 12, 15 and 18 ft. widths! 9 colors! **4⁹⁷** 1/4 yd.

LONG WEARING WILTON! 27 in., 9 and 12 ft. widths! **5⁴⁸** 1/4 yd.

27 in. wide. Yd. . . 3.54 27 in. wide. Yd. . . 3.94

SUPER SERVICE WARDOLEUM RUG

Here's the heaviest feltbase rug made NOW . . . at a record low Rug Week Sale price! New 1941 patterns include Florals . . . Leafs . . . Marbles . . . Tiles . . . Hooks and others!

5⁴⁷ 9x12

YARD GOODS Sale! Super Service Wardoleum! 6 and 9 ft. widths! **42^c** sq. yd.

INLAID LINOLEUM Sale! Sturdy feltback inlaid! New patterns! 6 ft. width. **84^c** sq. yd.