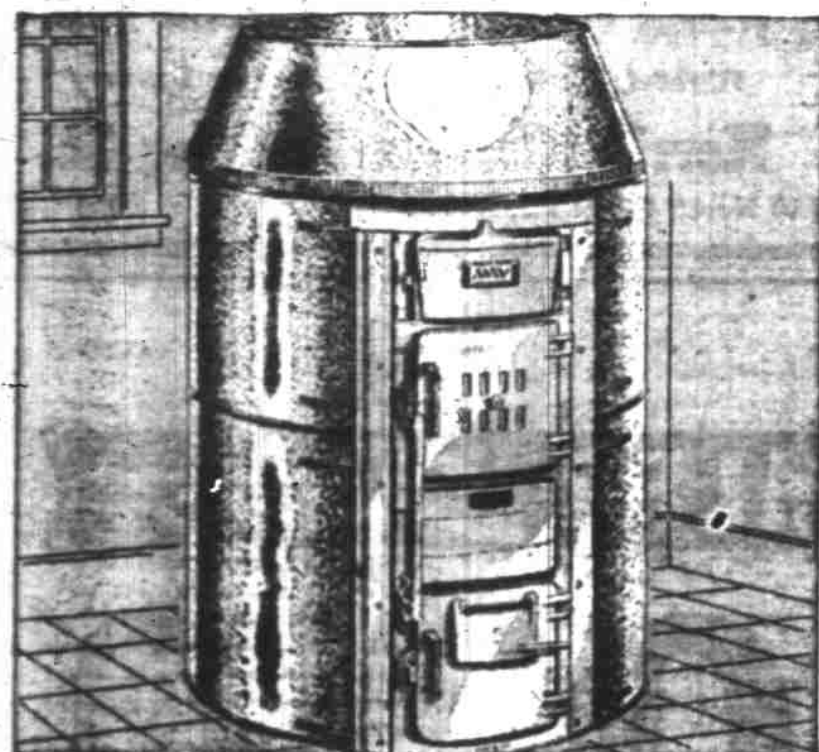


freshen up... brighten up for Spring **AT WARDS LOW PRICES!**
SPRING VALUES for your HOME!



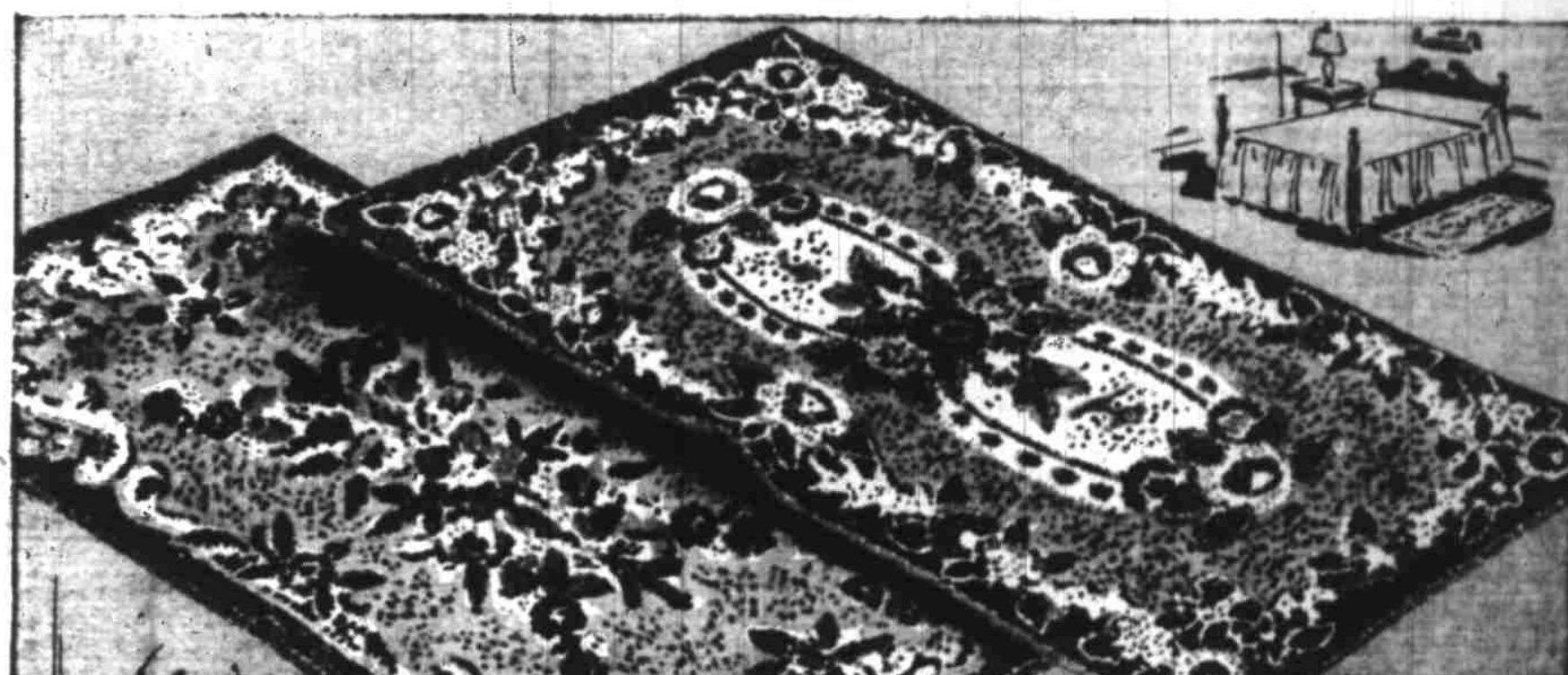
BUY YOUR FURNACE NOW, PAY IN NOVEMBER! 22-in. **111.00**

Buy the furnace you need NOW! Pay next November. Wards massive, ALL-STEEL furnace is riveted, heavy steel welded... gives quicker, cleaner heat... and more of it! Extra sensitive to regulation. Has gas, smoke, dust-tight seams. Built to give you years of the best heating service... at the lowest possible cost. Buy yours now! Pay Wards nothing 'til next November!



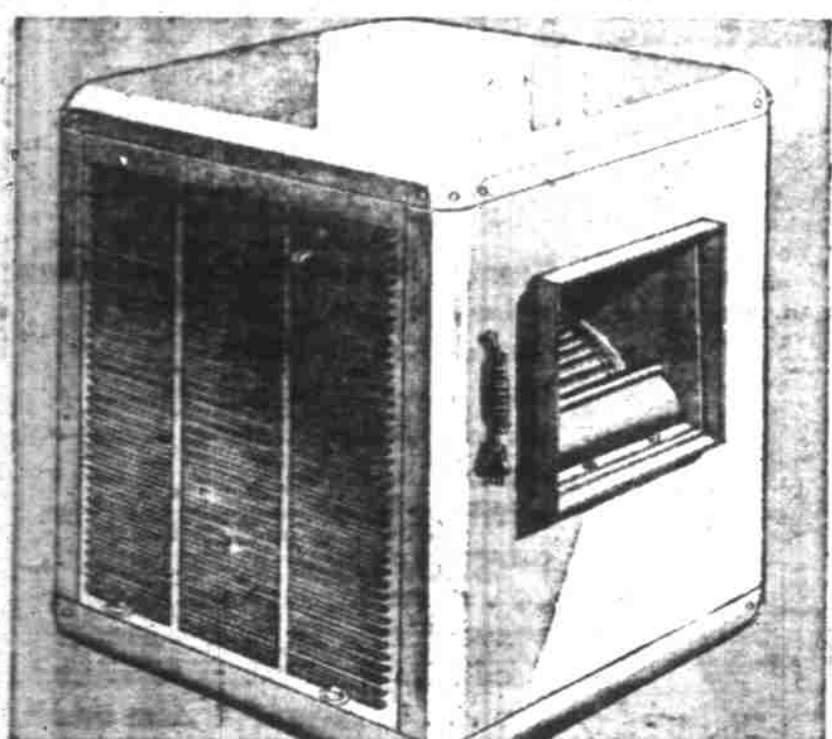
SUPER HOUSE PAINT... PAINTS MORE FOR LESS! ^{gal. in 5's} **3.25**

Super goes further... flows easily, smoothly. 1 gallon covers 400 to 450 sq. ft., 2 coats! Hides better... finest pigments, ground and re-ground in costly oil make it a rich, full-bodied house paint! Lasts longer... takes all sorts of severe weather, cleans itself by slow, even chalking. Guaranteed equal or superior to any other house paint! Try it for yourself... BUY NOW!



WHILE QUANTITIES LAST! 7.88
WOOL HOOKED RUGS

Soft, warm colors masterfully blended in beautiful 18th Century floral patterns! All hand-hooked of heavy, fast-color wool yarns over strong backing... lie flat, feel and stay thick, soft under-foot! Extra long-wearing—and always new looking! Buy now... save at Wards low price!
 3'x5' size **14.88**



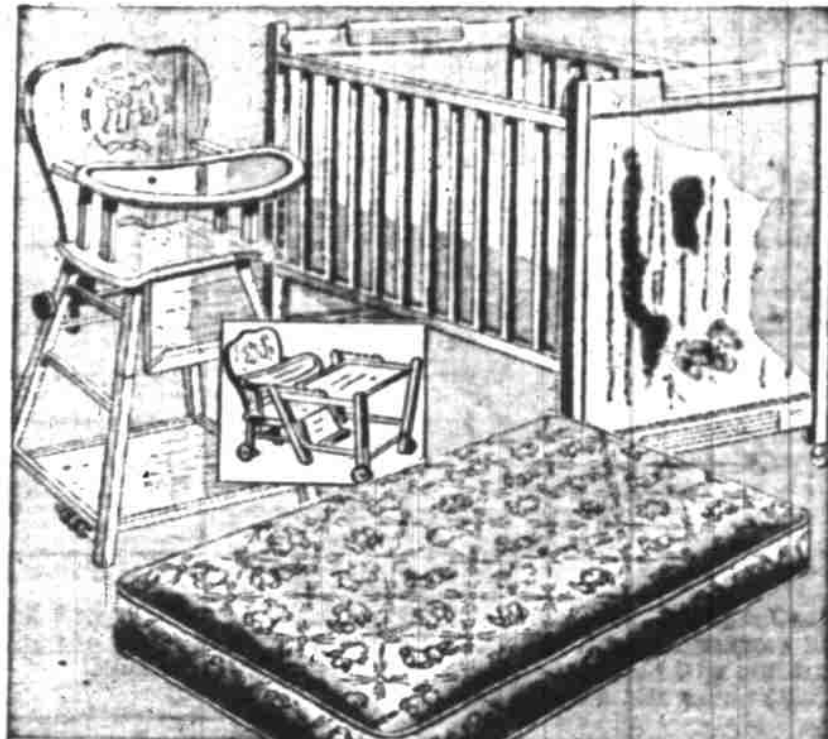
WARDS BIG-CAPACITY 2500 C.F.M. 103.50
BLOWER-TYPE COOLER

Keep cool all summer with Wards new evaporative air cooler! Gives you summer comfort quickly—just set in a window! Filters—lets in only cleaned air! Ventilates—constantly circulates fresh air! Built for years of trouble-free service! Compare—you'll agree it costs less to start with... less to operate!



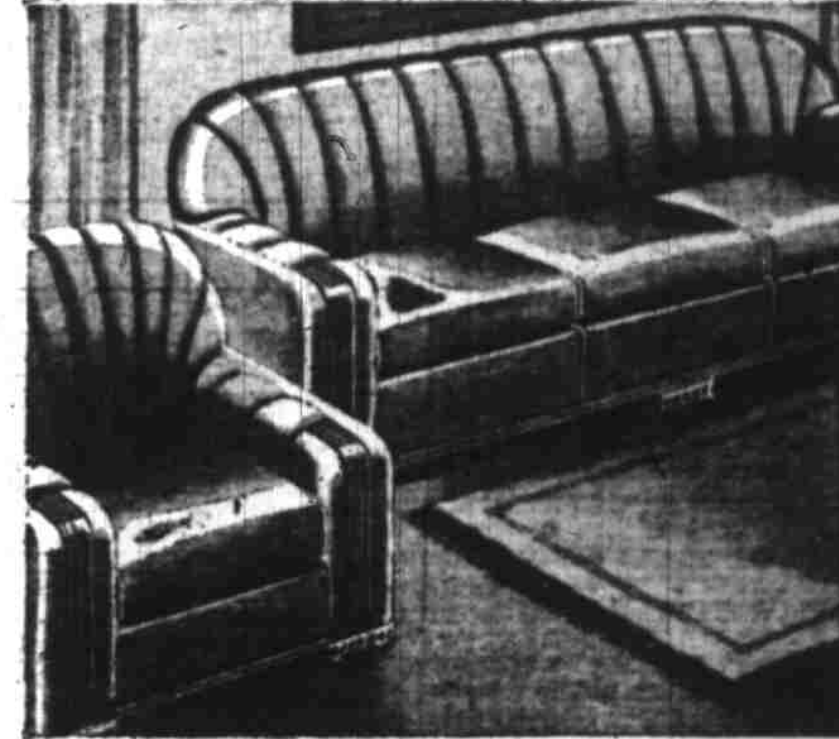
OVER 300 DESIGNS... CHOOSE WALLPAPER NOW! ^{from 7 1/2¢ to a single roll} **2.55**

Visit Wards TODAY! SEE Their fine selection of attractive wallpaper designs! You'll enjoy choosing your patterns from "Nationally Known" papers or from others exclusive at Wards! You'll like the handsome, style-right patterns... papers that are fadeproof, washable, or embossed... designed to fit any color scheme, any type of furniture, any budget! Order yours today!



QUALITY JUVENILE FURNITURE AT AMAZING LOW WARD PRICES

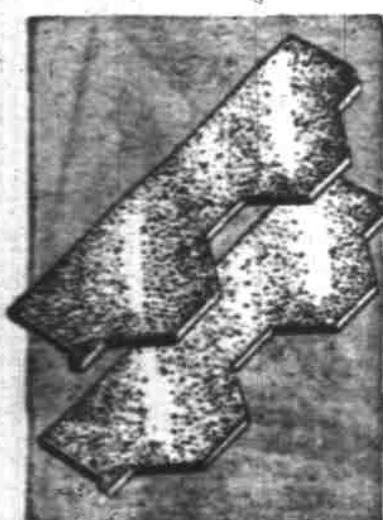
A handsome Crib of sturdy hardwood with draft-proof end panels. Resilient steel spring adjusts to different heights... 26.95
 Luxury type Crib Mattress with wonderful pre-war innerspring unit of high carbon steel... comfortably padded! 10.95
 Two-in-one High Chair, use it for a large convenient play table... and at baby's feeding time as a High Chair! 9.95



GRACIOUS STYLING IN 2-PC LIVING ROOM SUITE 18600

For comfort, for beauty and for long service choose this suite at a wonderful Ward Value-giving price! Its gracious styling is at home in any room... its sturdy hardwood frame is spring filled affording you utmost in comfort.

Only 20% Down! Monthly Payment Plan!



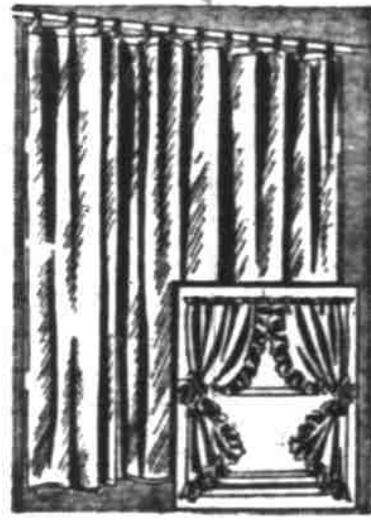
TOUGH, COLORFUL HEXAGON SHINGLE
 To cover 100 sq. ft. **4.59**

Built to take the roughest weather... and still retain that bright, new appearance! Ceramic Granules form a colorful fire-resistant surface. Get a free estimate today!



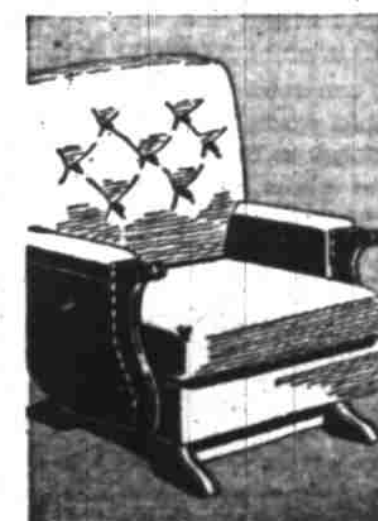
INSULATE WITH MINERAL FILL!
 Bag Covers 18 sq. ft., 3" deep **98¢**

You'll have a comfortably warm home in even the coldest month! Install Wards Mineral Fill Insulation NOW!



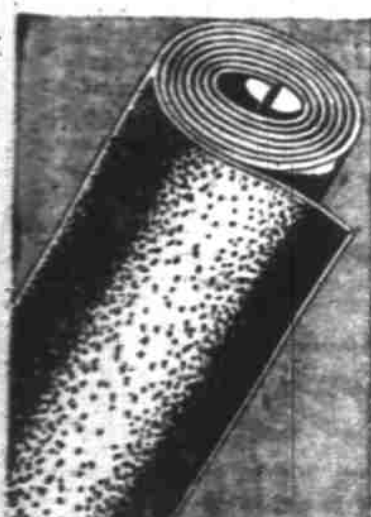
LOVELY SHOWER ENSEMBLES
 Shower Curtain Only **4.98**

Made of slick, sparkling moisture-resistant rayon taffetal Shower curtain... even has metal eyelet top! Standard size. Delightful color assortment! See at Ward! Matching pricillas... 4.29



REAL COMFORT IN PLATFORM ROCKER
 Only 20% Down **43.95**

A comfort-built chair with lots of room to relax in! Deep moss and cotton filling, smooth, restful rocking action. Sturdy hardwood frame... durable upholstery will last!



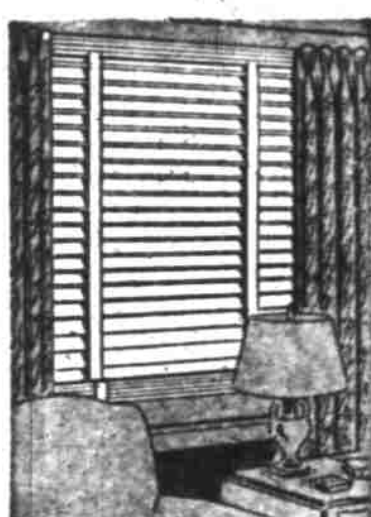
Wards 90-lb. Roll Roofing
 Nails & cement Included Roll **2.29**

Economical and good-looking on homes... practical and colorful on barns and garages! Ceramic granule surface resists fire. A roll covers 100 sq. ft. Let Wards supply your needs!



ANYONE CAN APPLY FAMOUS KEM-TONE
 Gallon **2.98**

Kem-Tone "thins" with water... rolls-on easily! Dries in 1 hour, without odor. Gallon covers an average room; 1 coat covers any surface. Quart .98¢ Roller Kooter .68¢



VENETIAN BLINDS MADE-TO-ORDER
 Square foot **51¢**

Washable oyster white slats... automatic mechanism, cornice top! Come, see how little it will cost to modernize your entire home with blinds, at Wards low price! Bring window measurements!



SMOOTH RIDING BABY CARRIAGE
 Only 20% Down! **15.95**

It's easy for mother to push... ball bearing wheels and Duchess springs! All the fine features you look for: chrome plated pusher and body trim, rubberized artificial leather body!

USE YOUR CREDIT...

A monthly payment account may be opened with any purchase (or group of purchases) totaling \$10 or more.

Montgomery Ward

MANY OTHER VALUES...

Shop in our catalog department for speedy service on many lines of merchandise not in our store stocks.