

# MONTGOMERY WARD'S 72<sup>nd</sup> Birthday Celebration



**NO FINER OIL... AT ANY PRICE!**

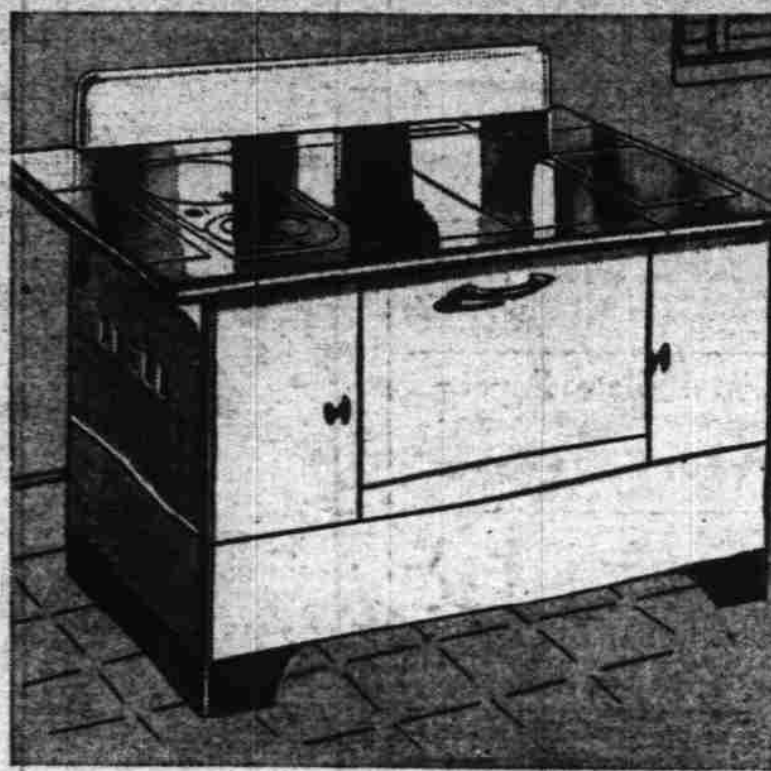
**LOWEST PRICE OF THE YEAR!**  
**100% PURE PENNSYLVANIA 15c** qt. plus  
 fed. tax

Record savings of the year on the finest oil that money can buy! Wards "Supreme Quality" oil comes from costly Bradford Allegheny crudes. Then, it's triple-filtered and double-dewaxed to be impurity free! Long-lasting... free-flowing—"Supreme Quality" gives top lubrication for cars, trucks and tractors. Bring all your containers... share in these BIG Birthday Sale savings!



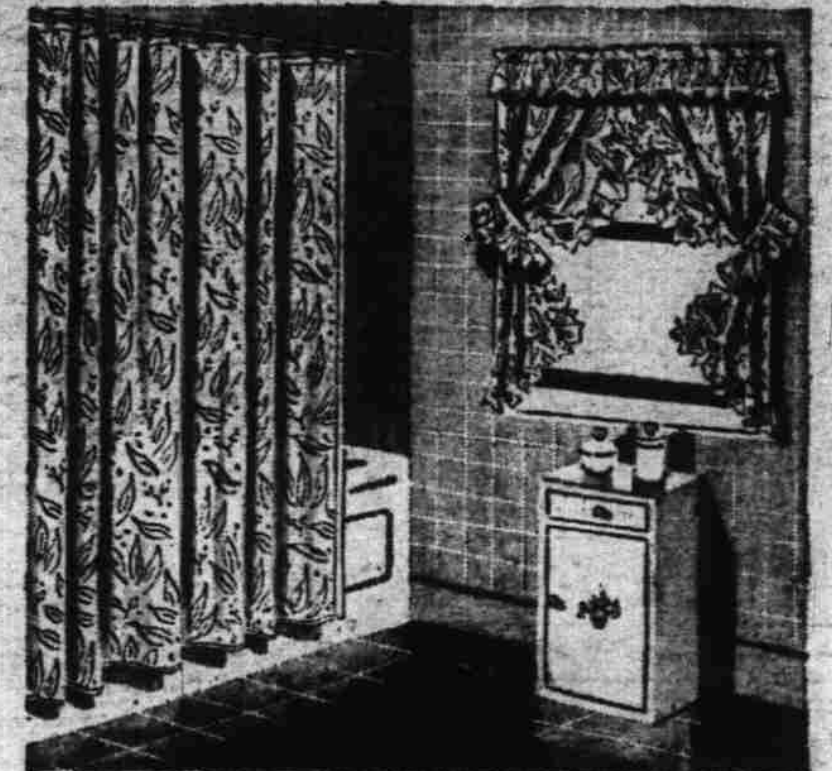
**EVERY WOMAN LIKES**  
**MONTGOMERY WARD SLIPS 1.69**

... especially slips like these lovely rayon crepes and satins! Do come in and see them! Admire their dainty (and expensive-looking) trimmings! Notice their fine tailoring! Look at their smooth designs that give such flattering fit! (All Ward slips are made with special emphasis on fit!) What's more, they wash and wear marvelously and their seams are strongly sewn! 32 to 40.



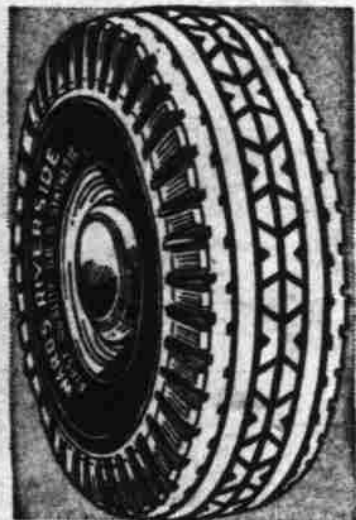
**BASE-TO-FLOOR CAST**  
**IRON COAL-WOOD RANGE 81.50**

Compare it with similar ranges selling elsewhere at much higher prices! Sparking white porcelain finish. Ground and polished cast iron cooktop... never needs blackening. Perfect baking 18-inch oven... holds heat longer than ordinary ranges. Duplex grates to burn coal or 18-inch wood. Large feed door... heavy cast iron construction! Ask about the purchase details.



**PYROXYLIN COATED**  
**PRINTED SHOWER SETS 11.98**

Best quality! Made of strong, sheer rayon... then PYROXYLIN COATED... the most water-resistant shower curtain you can buy now! All beautifully printed! The shower curtain has metal eyelet top! The window curtain, full party ruffles! Now worth every penny for beauty and wear.



**FIRST QUALITY**  
**RIVERSIDE TIRES 14.85**

6.00-36 plus  
 Fed. tax

New GRS Riverside is a safer tire. It provides 12% more protection against blowouts than pre-war Riverside! It's long-wearing, too! Your ration order gets the best value at Wards.



**NONE FINER MADE!**  
**NOW CUT PRICED!**

Gal. in 5's **2.87**

In impartial laboratory tests with 6 famous house paints, SUPER proved it hides better, goes farther, lasts longer! Save!

Quart (reduced).....90c  
 Single Gallon (reduced) 2.97



**WARM 25% WOOL**  
**DOUBLE BLANKETS 4.98**

Fine Birthday values! One quarter new wool, blended with 75% strong, springy cotton! Specially woven for extra warmth! 3 1/2 pounds, 72"x84".



**LUNCHEON CLOTHS**  
**IN COLORFUL PRINTS 79c**

For Wards 72nd Birthday Celebration! Gay patterns, printed on firmly woven white cotton. Tub-fast, pre-laundered and ready for use. 42"x42".



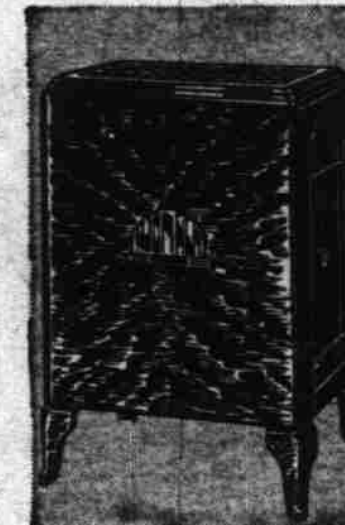
**ANKLETS FOR MISSES,**  
**WOMEN AND CHILDREN Pt. 29c**

Features of Wards 72nd Birthday Celebration! Good-looking cotton anklets with snug-fitting cuffs in popular colors. Sizes 6 1/2 to 10 1/2.



**TAILORED PANTIES IN**  
**JERSEY KNIT RAYON 49c**

For Wards 72nd Birthday Celebration! Comfortable! Synthetic rubber elastic backs! Small, medium and large sizes. Extra Sizes.....59c



**CIRCULATING**  
**WOOD HEATER 40.65**

This heater operates at low cost. Gives a tremendous amount of heat for its size. It's sturdy and well made with cast iron top and front. Walnut enamel finish! Buy at Wards... and save!



**SLIP COVER AND**  
**DRAPERY STRIPES**  
 Yard **1.00**

Come see the fine assortment of weaves and colors! All closely woven, durable fabrics... all fade-resistant! And 48 inches wide! Make your own decorative ensembles for Fall and save!



**Reduced!**  
**Washable**  
**Wall Paint**  
 Gal. **2.28**

Resists stains with water, rolls on easily! Dries in 40 minutes; no odor! 1 coat covers. Save!

**Finest Wax Now**  
**Reduced!**  
 Qt. **57c**

Equals most famous and costliest! Shines as it dries! Contains carnauba, most durable wax known



**90-lb. Roll**  
**Roofing**  
**Reduced!**  
 Roll **2.18**

Covers 100 square feet... fade-proof, fire-resistant ceramic granule surface. Nail, cement, inc.



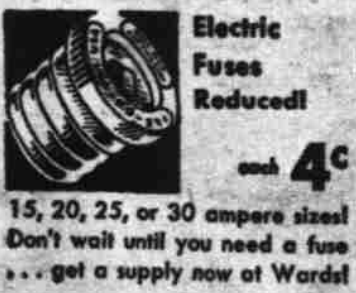
**Reduced!**  
**For All Wood**  
**Surfaces!**  
 Qt. **97c**

Protects and beautifies! For use on floors, furniture and woodwork! Dries quickly! Save!



**Range**  
**Boiler**  
**Sale!**  
**9.95**

4-Day Sale! A "upper" buy at this sale price. 30-gallon, pressure tested galvanized steel



**Electric**  
**Fuses**  
**Reduced!**  
 and **4c**

15, 20, 25, or 30 ampere sizes! Don't wait until you need a fuse... get a supply now at Wards!



**Balloon**  
**Tire for**  
**Bicycles**  
 Ration-  
 Free! **1.58**

Sale! Ceiling price is \$2.05! Thick, sure-grip tread. 2 1/2 x 1.25 inch size for 2 1/2" rims.



**Sale!**  
**Supreme**  
**Spark Plug**  
**36c**

None finer! Knife-edge electrode for fast, economical starts. Lead-proof copper basket. Save now!



**DRESS UP FOR FALL!**  
**WARDS BRET SUITS 28.95**

You KNOW you're well-dressed when you wear a Bret—because you know it's tailored with special attention to smart style and smooth fit. What's more, it's cut from 100% virgin wool, a fabric that keeps its shape indefinitely! Select yours from our grand collection of handsome single and double-breasted models; chalk stripes, plaids, twists, and rich solid tones.



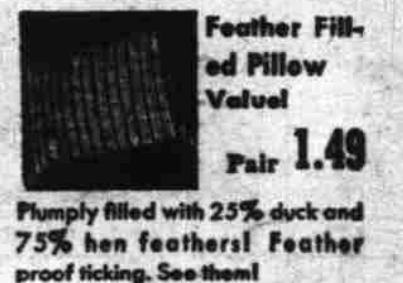
**LOOK EFFICIENT IN**  
**CASH SAVER OUTFITS 5.45**

Hard to beat these Cash Savers for neat appearance on your job! That's because they're designed like your dress shirts and trousers—because they're trim and neat! Sanitized heavy duty drill with convertible collar, two pockets on shirt; Seamlocked tool-proof pockets, double seams, whipstitched trouser-tops—a whole of a value at their low Ward price!



**Red Devil**  
**Soot**  
**Remover**  
 40c

Red Devil will keep your stove clear of soot. Gives you more heat from your fuel. Buy now!



**Feather Filled**  
**Pillow**  
**Value!**  
 Pair **1.49**

Plumply filled with 25% duck and 75% hen feathers! Feather proof ticking. See them!



**Sale!**  
**Bicycle**  
**Pedals**  
 Pair **26c**

Genuine Torrington pedal, for men's or women's bikes. Strong metal frame. Save now!



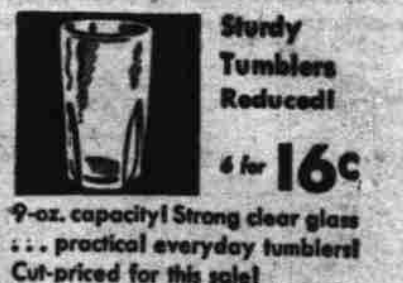
**Roll**  
**Fiber**  
**Shades**  
**29c**

Top quality fiber! Washable! Attach to your own and save the cost of new rollers! 36"x6" size.



**50' Cotton**  
**Clothline**  
**Sale Price!**  
**63c**

Good quality, firmly braided white cotton line. Handy general-purpose line. Now reduced!



**Sturdy**  
**Tumblers**  
**Reduced!**  
 6 for **16c**

9-oz. capacity! Strong clear glass... practical everyday tumblers! Cut-priced for this sale!



**Rayon and**  
**Arabic**  
**Squares**  
**98c**

For scarfs! For headwear! Smart serge weave with self fringe. Pretty colors. 35".



**Crepe Finish**  
**Toilet Tissue**  
**Cut-Priced**  
 12 for **67c**

Extra soft, extra absorbent! 650 sheets in each roll! Good quality tissue... cut-priced!

Convenient monthly terms may be arranged on any merchandise in our store stocks and on any of the thousands of other items available through our catalog department.

155 North Liberty

# Montgomery Ward

Phone 3194