



RING BELLS TO RING—Actress Suzan Bell and county clerk Long leave the county clerk's office in Santa Barbara, Calif., with a license for their marriage scheduled to take place (Apr. 11) in Santa Barbara. She uses a prosthesis because of the amputation of her right leg last year, but hopes to be fitted soon with an artificial leg so she can resume her film career.

Public to Benefit by New Tax Cuts

WASHINGTON—Those expected to benefit from the new tax cuts Thursday will mean just about every member of the family who spends money.

For your pocketbook, the new cuts mean a drop from \$50 on a fur coat to \$45 after the tax cut, or a penny on a light bulb.

INDUSTRIES VARY—All industries concerned with the tax cut will pass the tax savings directly to consumers in various ways. Some movements are expected to maintain prices.

For example, the 10 per cent cut at the manufacturer's level is cut to 5 per cent. But how much this will mean to your retail store depends on how markups were set after the appliance left store.

Each succeeding handler took his gross cost into the tax and added a percentage. If the tax would have been less than 5 per cent of the retail price, the tax would have been less than 5 per cent of the retail price.

PRICES TO DROP—For precise information on how most dealers come out of these practices, tax cuts at the capitol estimate for a stove, refrigerator, washer or clothes dryer for \$330 the price drop at least to \$315. Otherwise, the effect depends on what kind you're buying.

For silver flatware now is 10 per cent and will get to 5 per cent under the new law. Silver flatware is not subject to the federal excise at 10 per cent.

For billiardware, whether plated, is now subject to 10 per cent levy and will be 5 per cent under the bill. For such items as cream sets, vases and dishes.

NOT EXCHANGED—There will be no change for radio or record players, still taxed at 10 per cent on clothes washers, but not taxed at all. For items—furs, jewelry, handbags, luggage, cosmetics, light bulbs, cameras—the tax drops from 20 per cent to 10 per cent.

Thus a fur coat with a base price of \$500 would sell now for \$400, drop to \$350 after the tax cut.

On a bottle of perfume or a woman's handbag with a base price of \$5, the tax would drop from \$1 to 50 cents.

The tax on dad's \$1 bottle of after-shave lotion will be 10 cents instead of 20 cents.

On many other items—sporting goods, mechanical pencils and pens, lighters—the tax drops from 15 to 10 per cent.

TRAVEL CHEAPER—Thus a \$10 fishing outfit will cost \$11 instead of \$11.50. You'll pay \$1.10 for a ball point pen that used to cost \$1.15.

Travel will be cheaper, too. A plane, bus or train ticket that used to cost \$22 would cost \$22, as the tax drops from 15 to 10 per cent.

And it'll be much less expensive to call the folks in another state. You'll pay only \$11 for a long-distance telephone call that used to run \$12.50, as the tax drops from 25 per cent to 10 per cent.

A local telephone bill that used to be \$8.99 a month would drop to \$8.60, with the tax rate cut from 15 per cent to 10 per cent.

On movie or other admissions costing 50 cents or less, there will be no tax. You've been paying 20 per cent on all admissions, or 10 cents on a 50-cent ticket for a total price of 60 cents.

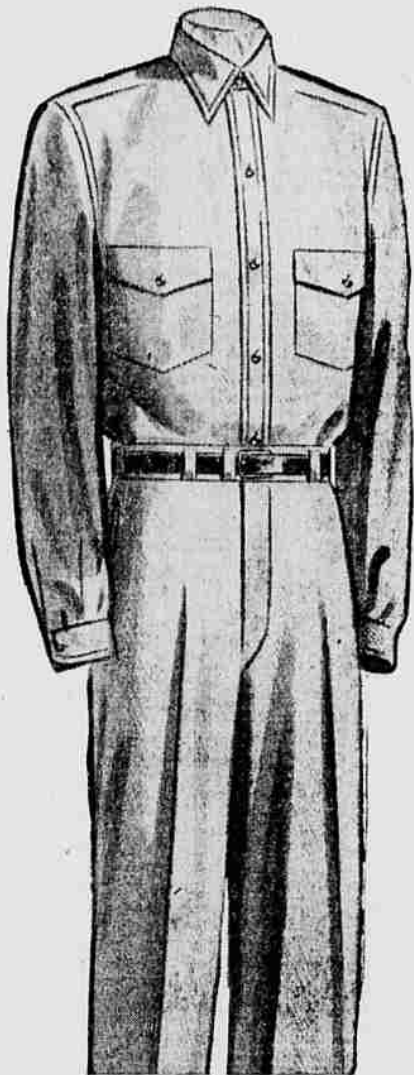
SPORTS AFFECTED—On admissions above 50 cents, the tax cut is from 20 per cent to 10 per cent. If this is passed on to customers, a movie that used to cost 90 cents would cost only 83 cents. Or a professional ball game or stage show that used to cost \$4.80 would drop to \$4.40.

You'll pay no tax on regular college sports events—so a \$4.80 football ticket could drop to \$4.40. But if you go on the town afterward there'll still be a 20 per cent levy at the night club, and your private club dues of \$100 a year will still come to \$120 total. Horse and dog track tickets get the same treatment.

"Man! What a BOURBON!"

Smooth...rich...mellow...here's everything you could ask for in a Bourbon. Better buy Planters Club... by any standard you couldn't buy a better Bourbon!

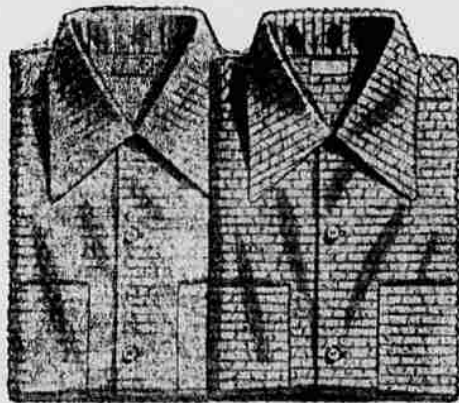
"Man! What a BUY!"



MEN'S MATCHED WORK SET

Regular 5.47 **4.99** set Vat-dyed colors

Army-type twill set—Wards good quality, now sale-priced. Carded cotton is sanforized to hold fit, mercerized for long wear. Choose from popular colors. Shirt alone.....2.49 Pants alone.....2.98



MEN'S NYLON SPORT SHIRT

Special purchase **1.99** Short sleeves

Wards regular 3.95 quality. Wide assortment of nylon pucker weaves in handsome pastel colors. Cool, lightweight, long-wearing. Easy to wash, quick to dry—need no ironing. Buy several at this low price.



REGULAR 6.50 WORK SHOES

In black only **5.50** Sizes from 6-12

Save \$1 on every pair. Flexible elk-tanned leather Work Shoes. New chrome-tanned insoles add to your comfort... won't crack or curl from perspiration. Moisture-proof storm welts. Sturdy rubber soles.

Montgomery Ward

PRICES CUT FOR SPRING SALE



REG. 1.98 COTTON BLOUSES

1.67

Smartly-styled crisp cotton blouses so easy to care for. Sanforized — less than 1% shrinkage. In gay prints or solids. Many have white fused collars and button cuffs. Collar pin gives final trim touch. Buy several at this low price. 7-14.

REGULAR 1.98 NYLON BLOUSES 7-14..... **1.67**



REGULAR 2.98 TRIMMED SLIPS

Acetate-and-nylon **2.38** Sizes 32-44

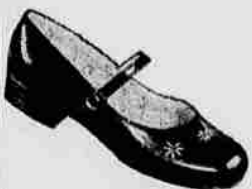
A superior lingerie fabric is achieved when acetate, the beauty fiber, is combined with long-wearing nylon. See how lavishly these Slips are treated to nylon embroidery and laces. White or pastels.



REGULAR 2.98 CASUALS

Cushioned heels **2.66** Sizes from 4-9

At these important savings you'll want more than one pair. For dress—choose the black patent leather with nylon mesh trim. For casual wear—the brown ombre leather ankle strap. All lightweight supple leathers.



REGULAR 5.98 PATENT PUMP

4.88

Save more than \$1 on every pair. Ideal for dress-up... shiny black leather with white daisy-design. Girls' 8 1/2 to 3.



SPECIAL-BLAZERS

28c pair

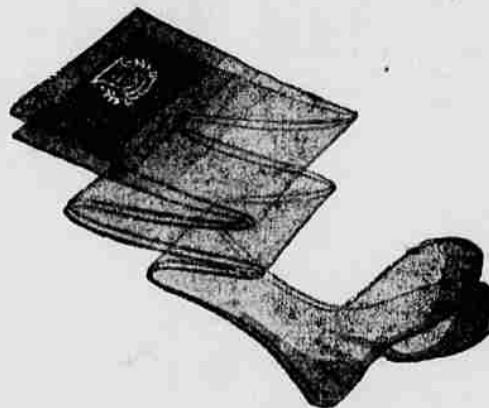
Boys' vivid novelty patterns in rugged, absorbent combed cotton. Nylon-reinforced heel, toe. Assorted colors. 7-11.



REGULAR 16.98—SAVE NOW

Spring-new hits **14.88** Misses' sizes

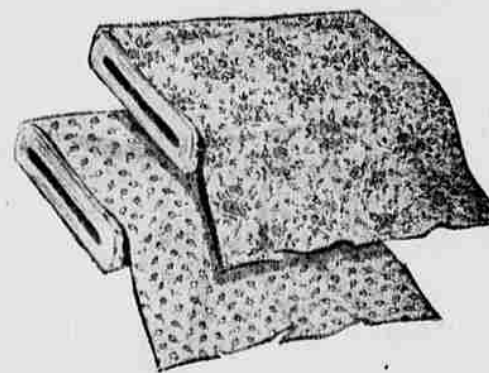
Buy now, save 2.10. Long-wearing all-wool poodles, checks, fleeces, suedes. Some feature rippling ballerina backs. All so well-made, hand-detailed, lined with iridescent rayon taffeta. Navy, white, pastels.



REGULAR 98c ULTRA SHEERS

All first quality **84c** Full-fashioned

These lovely 12 denier, 60 gauge Carol Brents are Wards newest and finest Nylons with a longer-lasting life span than you'd think possible for such sheer beauties. Regular or dark seams. 8 1/2 to 11.



USUAL 39c—80-SQ. PERCALE

Finely woven **29c** yd. 36-in. width

Same quality 80-square percale sells elsewhere for 39c. In a wide variety of bright new patterns. Use these gay colorful prints for housedresses, childrens clothes, kitchen and other home accessories.