

MONTGOMERY WARD'S 72nd Birthday Celebration



**"SUPREME QUALITY"
PENNSYLVANIA OIL**
15½¢ qt. plus Fed. tax

You can't buy better oil than "Supreme Quality" ... at any price —and here's why: (1) 100% pure Pennsylvania, refined from costly Bradford-Allegheny crudes! (2) Double-dewaxed and triple filtered to be impurity-free! (3) Long-lasting and free-flowing! (4) Saves wear on your motor... gives top lubrication under all conditions! Bring your containers and SAVE!



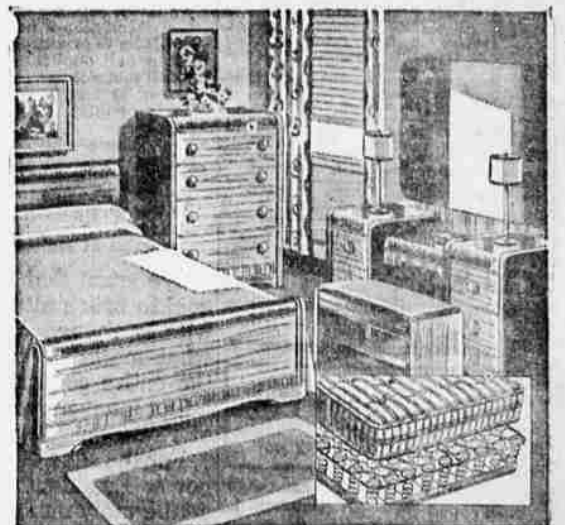
**"FRUIT OF THE LOOM"
RAYON SATIN SLIPS** 1.29

They wear, wash and fit so marvelously well! And no wonder! They're made of a better rayon satin that bears the "Fruit of the Loom" name—a hallmark of quality for over 90 years! Their front yokes are designed to eliminate gaping under your arms! Their 2-seam, bias cut means real sleekness under your slim new dresses! Seams are rip-proof! Tearose, white; 32-40. Fine values!



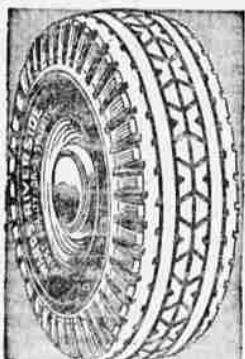
HANDSOME OPEN ARM CHAIR 46.95
SPRING CONSTRUCTION

Here, at a low Ward price—the chair you want to combine beauty with comfort! Attractive open arm style... select hardwood finished rich Walnut. Enjoy the perfect relaxation of resilient springs! Covered in good-looking and longwearing rayon-and-cotton Velvet or Floral Cotton Tapestry. See it at WARDS!
Only 20% Down! Monthly Payment Plan!



6-PC. BEDROOM OUTFIT 136.80
AT A LOW WARD PRICE!

Get a resilient Steel Spring and comfortable All-Felted Cotton Mattress... along with Bed, Chest, Vanity and Bench in smart, modern design! Sturdy construction to high Ward standards of workmanship... rich Walnut veneers and select hardwood. Genuine Plate Glass mirror. Get all 6 pieces at WARDS and SAVE!
Only 20% Down! Monthly Payment Plan!



**FIRST QUALITY
RIVERSIDE TIRES**
6.00-16 plus Fed. tax 14.85

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!** 2.97
Gal. in 5's

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

Quart (reduced)92¢
Single Gallon (reduced) 3.07



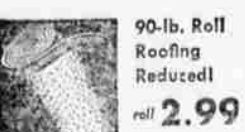
Reduced! Washable Wall Paint Gal. 2.28

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



Reduced! For All Wood Surfaces qt. 97¢

Protects and beautifies! For use on floors, furniture and wood-work! Dries quickly! Save!



90-lb. Roll Roofing Reduced! roll 2.99

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



Finest Wax Now Reduced! qt. 57¢

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



Garbage Pail With Cover Reduced! 1.67

Rust-resistant galvanized steel! 10-gallon capacity! Convenient ball handle! Save now!



Electric Fuses Reduced! each 4¢

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



Genuine Leather Billfold 2.18

Grained cowhide. Coin purse, Card compartment, Identification-pass window. Plus 20% excise tax.



Adult Archery Set 6.95

Ben Pearson "Yeoman" 5½' Hickory bow, six 26" arrows, leather guard, tab, target face.



SUPERB WARD BLANKETS OF ALL NEW WOOL 10.45

Four and a quarter pounds of warmth and wear! Luxuriously smooth finish! Rich rayon satin binding, 72"x84". For our 72nd Birthday Celebration.



LUNCHEON CLOTHS IN COLORFUL PRINTS 69¢

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



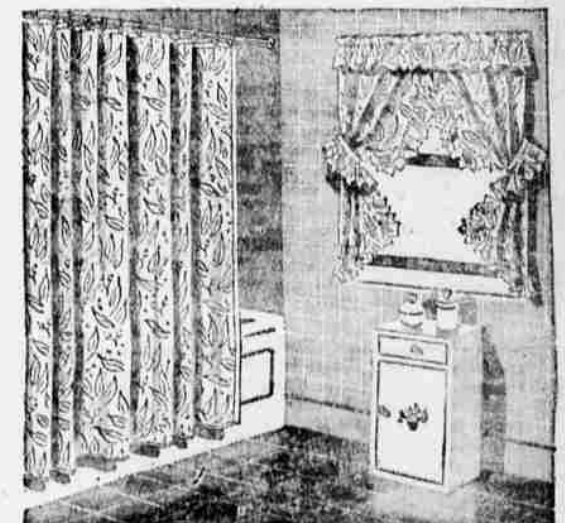
ANKLETS FOR MISSES, WOMEN AND CHILDREN pr. 25¢

Features of Wards 72nd Birthday Celebration! Good-looking cotton anklets with snug-fitting cuffs. In popular colors. Sizes 6½ to 10½.



TAILORED PANTIES IN JERSEY KNIT RAYON 49¢

For Wards 72nd Birthday Celebration! Comfortable! Small, medium and large sizes. Extra Sizes.....59¢



PYROXYLIN COATED PRINTED SHOWER SETS

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 perky ruffles! Now worth every penny for beauty and wear.

Shower Curtain 5.49
Matching Priscilla 4.49

Reduced for Clearance!

\$6.45 Beauty Twist SCATTER RUGS
High hooked shaggy pile rugs for your bedroom or living room. Washable and pre-shrunk fast pastel colors. 24x42 5.97

Reversible Fringed Plaid Scatter Rug
Regular 3.19 firmly woven cotton rug in colors not too brilliant. Go with everything. 24x48 2.97

3.29 VELVETY COTTON PILE RUG
Colorful, serviceable rug for living room and bedroom. Looped fringe all around. 23x43 2.97

\$62 WING-BACK CHAIRS Now Only 30.88
Just used as floor samples. Clean and attractive tapestry covers

1.29 FLORAL PRINT CREPE
39-inch width. Ideal for dresses, house coats, etc. Colorful prints, about 80 yards, to go at.....yd. 84¢

2.29 WOOL PLAID SUITING
Warm, colorful wool plaid for your fall suits or coats. 48-inch width.....yd. 1.89

2.98 ALL WOOL ARMY SWEATERS
Just on time for overseas gift mailing. Not all sizes in group 2.24

6.98-7.98 MEN'S LOAFER COATS
Warm 2-tones for crisp fall days. All wool (new and reused) for all outdoor activities 5.77

4.98 BOYS' WOOL LOAFER COATS
For school and dress-up wear. Solid tan, handy pockets. Not all sizes 4.19

89¢ UTILITY TOOL APRONS
For carpenters, mechanics and fruit packers. Pockets for all tools 67¢

20% OFF ON LADIES' BELTS
Were 29¢ and 49¢. All clean and attractive. Colors to match all outfits 20% off

1000 WASH CLOTHS TO CLEAR
Terry type, deep pile washcloths. Colored borders. Medium size 8¢



Toy Guns Like Real Army Rifles 3.98

With solid walnut gunstocks rejected by the army! Barrels and trimmings of hardwood. Harmless!



Feather Filled Bed Pillows each 1.89

Plumply filled with 100% hen feathers! Ticking is heavy quality striped drill, 20x26-in.



Pretty hankies for Fall 25¢

Such dainty cottons in such pretty colors! Be sure to see them when you're at WARDS.



Refill Fiber Shades 29¢

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



Sturdy 23-Inch Suitcase 1.41

Wood frame, metal reinforced corners. Heavy trunk fiber covering. Plus 20% excise tax.



Flatter New Ward Dicker 98¢

Dainty rayons and cottons, tailored or fluff! See them in our Birthday Celebration!



Mystic Ouija Boards 1.25

Has millions of boys, girls, men, women in uproar! Answers questions, forecasts future in fun!



Crepe Finish Toilet Tissue Cut-Priced 12 for 67¢

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.

Montgomery Ward