

MONTGOMERY WARD'S 72nd Birthday Celebration



NO FINER OIL... AT ANY PRICE!

LOWEST PRICE OF THE YEAR! 15 1/2¢ plus Fed. tax
100% PURE PENNSYLVANIA

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!



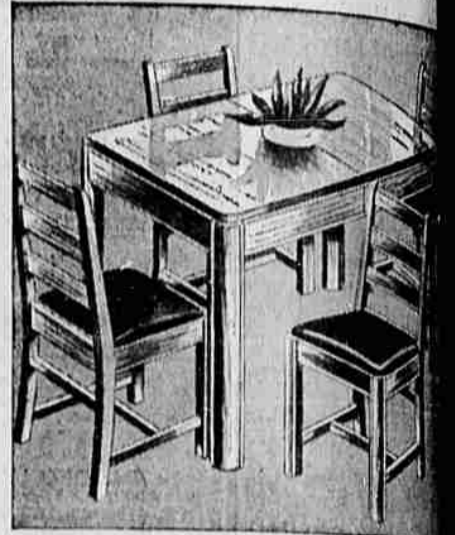
"FRUIT OF THE LOOM"
RAYON SATIN SLIPS 1.29

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; 32-44. Fine values!



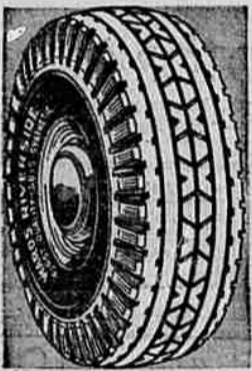
YOU CAN HAVE THE TOPS IN WARD'S ALL WOOL SWEATERS 2.98

For our 72nd Birthday Celebration! We've selected the cream of our sweater crop and are offering it to you at this thrifty price! Every single one is made of All Wool—silky soft, yet sturdy enough to last through seasons of tough wear. We have all your favorite styles too—including those wonderful Carol Brent slip-ons you know and like so well. Eight luscious colors. 32-40.



EXCEPTIONAL VALUE IN 5-PIECE DINETTE SET 41.98

Here's your opportunity to dress-up your breakfast room, dining comfort and SAVE at the same time! Natural Honeytone Western cabinet wood enhanced with 3-coat finish. Ladder-back chairs... with convenient and attractive slip-covered seats. Opened with leaf to seat 6 in comfort! Only 20% Down! Monthly Payment Plan!



PRICES CUT ON RIVERSIDE TIRES 14.85

4.00-16 plus Fed. tax

All brands of synthetic tires are NOT ALIKE! Your ration order gets the best value from Wards Riverside 1st Quality. No safer, no longer-wearing tire made—proved in impartial tests!

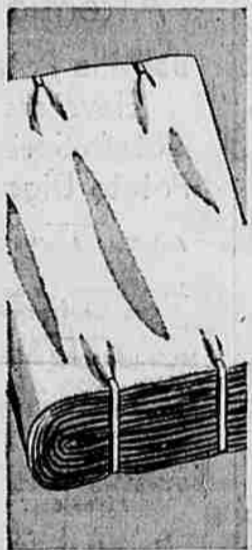


NONE FINER MADE! NOW CUT PRICED! 2.97

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)...92c
 Single Gal. (reduced)...3.07



SNOW WHITE! STURDY! BLEACHED MUSLIN 18c

yd.

Fine for crib sheets, pillowcases, children's underwear, shorts for men and boys! Come and see it during our 72nd Birthday Celebration. 36" wide.



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 15c

Features of Wards 72nd Birthday Celebration! Good-looking cotton anklets with snug-fitting cuffs. In popular colors. Sizes 8 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



SLEEK PRINTED SHOWER SETS 9.98

Price includes standard shower curtain and matching window plastic. Quality available! Repellent because of PYROXYLIN COATING! Metal eyelets! Buy Wards... Save!



Reduced! Washable Wall Paint 2.28

Gal.

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



Reduced! For All Wood Surfaces 97c

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



Carter Drain Cleaner 2.50

No messy, dangerous chemicals. This simple cleaner uses water pressure to blast out drains!



Finest Wax Now Reduced! 57c

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



Shower Stall Reduced! 39.95

4-Day Sale! Steel frame with white enameled sides, 1-pc. receptor, curtain, fittings!



Electric Fuses Reduced! 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 1.58

Sale! Ceiling price is \$2.05! Thick, sure-grip tread. 26x1.25 inch size for 22 1/2" rims. Ration Free



Sale! Supreme Spark Plug 36c

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

Reduced for Clearance!

LOW PRICE! MODERN DINING ROOM!

Refreshing! Modern! And what savings! Table, 6 chairs, buffet. Walnut veneers; hardwood... **109.00**

\$65 WING CHAIRS! NOW ONLY

Just two used as floor samples. Big, comfortable! Cotton tapestry covered. Come early!... **45.88**

HARDWOOD CRIB—CLEARANCE

Six year size in natural or maple. Easy trip drop side. Priced at 32.95. Clearance... **19.88**

PLATFORM ROCKERS! CLEARANCE!

Well made, attractively finished rockers with carved arms. Rich rayon-and-cotton covering... **40.88**

HI CHAIR CLEARANCE

A solid back hi chair. Easy to clean adjustable tray. Comfortable adjustable foot-rest. Priced at 7.25. Clearance... **5.88**

OAK NURSERY CHAIR—CLEARANCE

Sturdy hardwood nursery chair. Will not tip easily. Adjustable tray. Priced at 5.95. Clearance... **4.88**

OVAL BRAIDED SCATTER RUGS

Size 27x54 oval braided rug. Will lay flat on floor. Priced 6.45. Clearance... **4.88**

Decorative Club Chair Clearance

You'll be delighted with these gracefully styled club chairs in durable damask covers. Priced at 55.95. Clearance... **29.88**

CLEARANCE—MAPLE FINISH CHEST

Large roomy chest with four deep drawers. These chests are exceptionally well constructed. Clearance... **19.88**

Clearance Colorful Boudoir Chairs

Three only. Originally priced at 22.95. Shop worn. Clearance price... **12.88**

6 YR. SIZE CRIB CLEARANCE

Sturdy crib. Solid panel ends. Easy trip drop side. Priced at 20.95. Clearance... **16.88**

CLEARANCE—PICTURES

Large group of pictures. Priced up to 1/2 off for clearance. Ward's Furniture Floor.



All-Glass Roaster Cut-Priced. 1.57

Holds a 6-lb roast! Sanitary... non-porous glass does not absorb cooking odors! Save!



Men's Rock work socks 19c

So comfortable! Absorbent, spongy cotton, seamless feet. Reinforced. Sizes 10 to 13.



Values in Men's Denim Pants 1.39

Sanforized! Tough, long-wearing denims, with reinforced seams, bar tacks! For work, sports.



Rayon and Aroclac Squares 98c

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

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