

Come the First Day! Store Hours 8 a. m. to 8:30 p. m.

*A Drive for*  
**1,700,000**  
**NEW CUSTOMERS**

**STARTS SATURDAY . . . March 14th to March 21st**

In this great selling event—Golden Arrow Jubilee—we seek to demonstrate to 1,700,000 new customers, the saving and service advantages of the world's largest chain of Retail Department Stores. To win 1,700,000 new customers is a great task. But we are prepared! Our merchandise—our prices—our serving facilities—and our sales-people are equal to the job as never before in our history. Yes, we are ready—and fully equipped for this stupendous undertaking. Frankly—to induce this large number of new customers to come into our stores—and to see for themselves what Montgomery Ward & Co. has to offer them—we have secured **MANY SPECIAL OUTSTANDING BARGAINS, STYLED AND PRICED TO POSITIVELY INSURE THE SUCCESS OF THIS TASK.** (See them advertised below!) During this week, we pledge a continuation of our usual courtesy and service to our millions of OLD customers. To our NEW customers we pledge our utmost in value giving and satisfaction. And this buying and saving invitation is extended to our old friends, as well as to our new customers, in order that they may all take full advantage of the exceptional offers to be found in this great selling event—WARD'S 3RD GOLDEN ARROW JUBILEE WEEK! Yes, we'll win 1,700,000 new customers! You, too, may as well join in this great swing to Ward's Retail Stores—so that YOU can enjoy fresh, up-to-the-minute merchandise, at these great saving prices! COME—SEE—BUY—and SAVE!

**Ward's 3rd GOLDEN ARROW JUBILEE WEEK!**



Big Buying Power—Big Selling Power! That's Ward's!

**New Spring Hats**  
**\$1.00**

They're new—they're simple—they're different—they're exclusive. Beautifully styled in the smartest fabrics and very latest colors.



**Girdle and Brassiere Combination**  
**\$1.00**

Good quality girdle with brassiere to match. A real Jubilee value.



Value Like This Has Made Ward's the Greatest Retail Radio Distributors in the World

**Airline "Lafayette"**  
Equipped With 7 National Union Tubes

Licensed by R. C. A.

We believe this radio to be the greatest radio value in America at this price! Compare it with any \$90 set for Tone, Power, Beauty! The Airline "Lafayette" stands out as a great radio and a great value! Just look at its many features:

Triple Screen Grid . . . Tone Control . . . Illuminated Dial . . . Utah Dynamic Speaker . . . Smart Console Cabinet of Walnut Veneers!

**\$59.50**  
Complete with Tubes and Installed  
Small Carrying Charge



Compare These Values!

**Rayon Lingerie!**  
**2 for \$1.00**

Women's Bloomers, Step-Ins, Vests, and Panties—of lock-knit, run-resistant rayon. Tailored and lace-trimmed styles. Flesh or Peach.



Winning 1,700,000 Friends!

**New House Frock**  
**69c**

In gay floral prints—summery trimmings. Flare and pleated skirts. Sleeveless or short sleeves. Sizes 14 to 52. Outstanding value!



**Spring Dresses**  
Styles You Will See Worn  
Easter Sunday

**\$4.95**  
Jubilee Values

New Style Features!

Dresses (some with clever jackets) in the new moulded lines, with deep pleats and low-placed flares . . . puff and bell-shaped sleeves . . . tailored and fancy collars. In blue, black and other shades with contrasting colors and prints. Sizes 14 to 42.



**DAVENPORT AND CHAIR TO MATCH**  
**\$59.50**  
Small Carrying Charge.

Covered in taupe on rose velour. Hardwood frame, double doweled, standard size. Quantity limited so get yours early. These sets are well made and the value will surprise you.

INTRODUCING OUR NEW line of Golden Crest Hosiery. During Jubilee Week we will sell our new Dollar Hose at the low price of

**88c**

For \$1 we guarantee these to be the greatest pure silk—full fashioned stockings in America today. Either service weight or dull-finish chiffon. Read these features and compare.

1. Pure silk, full fashioned.
2. Silk to top.
3. Silk covered cradle foot.
4. Silk covered French heel.
5. Added toe protection.
6. 42-gauge, 392 needles.
7. Full length—full size.

LOWEST PRICE EVER for the famous

**Wardway Gyrator**  
Electric iron free with each washer

**\$69.95**  
Small Carrying Charge.

Wardway features genuine Lovell wringer, leak-proof marine gland, newest Y-type belt, improved 3-fin agitator, extra large tub, big oversize faucet, strong silent motor, adjustable swivel caster.

**\$5 down—\$7 monthly**  
30-day trial—Buy now.

Ward Stores Bought 100,000 to Get Such Values as These

**Men's Shirts**

White or Fancy Broadcloths

**\$1.00**

These shirts are well worth \$1.49 to \$1.98. Get your share at this low Jubilee Week price. On sale while quantity lasts.

Watch Us Win 1,700,000 New Friends This Week!

Gay Cretonnes! **yd. 29c**

Colorful cretonnes in floral patterns and modern designs. Priced for Spring!

A Nation-Wide Drive!

Spring Curtains! **Values at 59c**

Panel; 6-Pc. Ruffled, and 2-Criss-Cross in marquisette and dotted serim—colors.

Big Buying Power Makes Such Values Possible!

Hemmed Sheets! **89c**

Long wear, 81 x 90 in. Pillow slips to match. 23c ea.

**The cheapest good tire . . . in the World!**

**TRAIL BLAZER**

29x4.40 Balloon **\$4.55**

Successful in hundreds of grueling tests! Made of VITALIZED rubber, backed by Ward's unlimited guarantee. Prices are lowest in history.

**TIRE SIZES AND PRICES**

Size	Price	Size	Price
30 x 4.50 (Balloon)	\$5.15	30 x 3 1/2 Cl. o. s. (High Pressure)	\$4.09
29 x 4.75 (Balloon)	\$5.25	32 x 4 (High Pressure)	\$7.30

Your New Tires Mounted Free  
All Other Sizes at Equal Savings!

Only in Jubilee Week Could You Find Such Value!

5-Pc. Linen Set **\$1.00**

If matched Luncheon Set, white, or with colored border. 52x52 in. 4 napkins 12x12.

Rod and Reel Combination **\$2.49**

5-ft. steel rod with brass guides together with a Lev-el winding reel. Both for

Fast Colored Prints **yd. 15c**

Guaranteed fast colors! Dainty floral, gay dot and check patterns. Jubilee sale!

Wonder Value—These Will Help Us Win 1,700,000 New Friends

**Axminster Rugs**

And They're All Wool, and Seamless—a Jubilee Bargain

**\$34.95**

Here is a 9x12 Rug that is outstanding for quality, design, and LOW PRICE! Of firm, even weave with a deep, rich pile. Lovely floral and Oriental patterns in soft jewel-like colors.

**Saturday Specials**

.22 Cal. Rifle, single shot **\$4.28**

Children's Shoes, blk. and tan. Reg. \$2.25 value **\$1.39**

Dr. West's Tooth Paste, 2 Reg. 25c tubes, 2 for **29c**

Foot Stools, upholstered tops **\$1.00**

Boys' Polo Shirts, sizes 30, 32, 34, 36, 2 for **\$1.19**



**Card Tables**  
**\$1.19**

Well made and good looking. Covered with imitation leather. Reg. \$1.98 value.

**Saturday Specials**

Women's Rayon Pajamas **\$1.19**

Crinkle Bedspreads, 80x105 inches, each **\$1.19**

Aluminum Covered Cake Trays with glass plate **\$1.39**

Pure Silk Women's Hose, regular 79c, pair **49c**

Men's Broadcloth Pajamas **\$1.39**

**Coxwell Chairs**  
**\$25.95**

Upholstered in beautiful covers and well worth a much higher price.

**MONTGOMERY WARD & Co.**

315 N. Jackson Phone 95 Roseburg, Ore.

Many Bargains in Addition to the Ones Advertised