HOUSE-WARMING WEEK

Celebrating the Opening of a MONTGOMERY WARD & CO. STORE SATURDAY, NOV. 24th La Grande, Oregon

Womens Fine Silk Hosiery

Full Fashioned Special. Pair 98c

Made to sell at $1.29 a pair, medium weights, silk to narrow hem. Newest colors. Sizes 8½ to 10. $1.00 seamless silk hose—pair 79c.

Crepe de Chine Teddies

$2.50 values. Opening Price Each $1.98

Made of heavy-but quality silk crepe de chine, lace trimmed, some with fine tucks. Beautifully designed and superbly tailored. Wide range of pastel shades.

SPORT SILK SLIPS

Worth to $2.98 Opening Price, ea. $2.98

Made of rich lustrous silk. Neatly made in hemstitched top, style, silk draw, self material shoulder strap. Flat pleat at side.

Smart House Dresses

Made to sell for $4.98 Our Price at 98c

Made of unwearied broadcloth. Plain and fancy woven ginghams, printed charmeuse, foulards, poiretts, crepes. Wonderful classy designs, sizes from 14 to 54. Two other groups at $1.79 and $1.98.

QUALITY PERCALE

Made to sell at 25c OPENING PRICE 16c

Newest attractive patterns in fine print effects and sharp colors. Full count without dressing. 36 inches wide. Ideal for underlining wear.

New Comforter Challie

Width about 36 inches WARD'S LOW PRICE, yard 17c

One well known ideal quality comforter challie. Richest color harmonies add interest to the new art patterns. Low priced for this quality.

PINNACLE PRINTS

WARD'S LOW PRICE, yard 27c

Width 36 inches.

New—extremely popular for street frocks and children's dresses. Good quality, firm to warm color. Tub fast colors that stay fresh and attractive.

OUTING FLANNEL

Width about 28 inches WARD'S LOW PRICE, yard 13c

Thickly fleeced on both sides, closely woven and heavy. Wears exceptionally well. Excellent value for high grade garments for the entire family.

Crepe de Chine Step-Ins

Regular $5.50 values. Choice, each $2.98

Of extra heavy silk crepe de chine, exquisite laundering quality. Newest pastel shades. Exceptionally well made, hand finished. A rare bargain.

Ladies' Rayon Underwear

Regular $1.49 Values our opening price 98c

Choice of vests, French panties, step-ins, combinations, tops, and bloomers. Delicate pastel shades. Never such values at so low a price.

We Want You to Be Our Guest on That Day

Good News! Ward's is to have a store in your vicinity. And this is a personal invitation to you and your whole family to be our guest on opening day.

You will want to see this Store. Now, different than other stores. Before you will be spread merchandise that up to this time you have seen only by picture in our big Catalogue. You will find many things you have long wanted, at prices that make them real bargains.

Come on opening day. It will be a great event. Come and see our new Store and let us greet you. We do not urge you to buy if you do not care to. Come and look. It is your Store—a Store for friends of Ward's. We have appreciated your friendship of the past. Now we want to serve you even better.

NEW Silk Tweed Dresses

For Sport and Street Wear Combining Dashing Style With the Charm of Youth

Exceptionally Low Priced $9.98

Smartly tailored with real style, these new silk tweed dresses are sure to fill many a need this fall and winter. Even in this season of elegance, with more elaborate models in vogue, this little sport model is a great favorite. For Miss or Matron.

Many other silk dresses of unusual smartness to complete your wardrobe. For every occasion, individual in design, and the utmost in chic.

$7.98 $14.98 $19.98

Sizes 14 to 46

Smart Fur-Trimmed Winter Coats

Models from New York's Exclusive Designers. Faithfully Reproduced with All the Charm and Chic of the Original.

Extremely Low priced $24.50

Ward's presents to you the new winter styles in fabrics warm and supple—exquisitely finished. Rich elegance of material and color—slim, young lines—luxurious furs! Feel the thrill of wearing the newest and smartest of fashions, and yet saving dollars.

Many other coats in splendid selections of broadcloths, velours, and sport fabrics trimmed in caracul, coney and mandel fur.

$9.98 $19.75 $34.50

Sizes 14 to 46

Store Location

1101-03 Washington Ave.

La Grande, Ore.

Now Guaranteed for 10 Years! The New "Wardway" Electric Gyrator Washing Machine

Priced at a Saving of $50.00 .. $80.00

6 to 8 Sheet Capacity

Copper Tub-No Center Post

Splash-proof Motor

8 Position Instant Release Safety Wringer

The World's Greatest Washer Value. The Gyrator contains the best features of machines retailing for $120.00 to $150.00. Sold on 30 days trial in your home. Don't buy any washer until you try this six to eight sheet capacity washer and see for yourself that it washes cleaner and quicker than any other washer at any price.

Easy Payment Plan Price $103.50 $5 Down, $8 Month

CASH PRICE $93.50

Airline America's Greatest Radio Value Again Takes the Lead

HAVE YOU HEARD IT? THAT NEW AIRLINE TONE!

AGAIN! AIRLINE RADIOS set a new standard of supremacy. Super-sensitive sets, embodying the very latest of construction methods—some finer can be built. Longer distance and poorer. Come in and see these Airline Radios. You'll marvel at their performance. Each one in a beautifully finished walnut cabinet. BACKED BY OUR GUARANTEE OF SATISFACTION

TABLE MODEL Beautiful design. Ward's low price with complete equipment $132.25 Easy Payment Price $143.25

$12.00 down, balance in eight monthly payments.

7 Tubes—One Dial Control—Light Socket Operated.

It is easy to get distant stations clearly, distinctly and with full volume. And remember, you have only one dial to turn, stations with wave lengths only a few metres apart are segregated with ease. The coils and wiring are shielded to prevent interference of local stations.

SOLD ON THIRTY DAYS' TRIAL IN YOUR HOME

See Our Complete Line of Radios and Radio Supplies.

TOYLAND

Sparkling — Twinkling — Dazzling Toyland! Where kiddies eyes shine with delight as new toy wonders are constantly enjoyed before them. The spirit of the approaching season is reflected in their hours of merriment and spontaneous reception of anything suggestive of old Santa Claus. Bring the kiddies down and let them browse to their hearts' content. It not only a source of pleasure for them, but the grown-ups will enjoy it, too.

This early opening of Toyland is for your convenience. It makes possible your escape from the busy holiday rush and at the same time gives you access to a toy stock that is complete in every detail; and exceptionally low prices.

22-Inch Doll $2.59

Has sleeping eyes and a crying voice. Almost unbreakable head, legs and hands. Fully dressed including underwear. A very lovable doll. Other Dolls—

29c to $10.50

Doll Buggies $7.89

Just like real baby buggies. Dolly will enjoy riding in buggies like this. Beautifully finished in coffee cream of royal blue; rubber tires, foot brake. Other buggies—

98c to $13.98

ALUMINUM TOY COOKING UTENSILS $1.00

Every little girl will enjoy one of these. Real meals can be cooked with this set. Have lots of fun cooking for tea parties and for your friends. Other sets—

25c to $3.98

COMBINATION CROKINOLA AND CARROMBOARD $4.49

Many an enjoyable evening may be spent with this set. 57 different games to play. Complete with cues, carrom men, other pieces and book of instructions, for playing 57 games.

Mechanical Airplanes 29c 69c

Metal airplanes sturdily built. Look like real ones—fly in circles. Strong-optimistic. Lots of fun with one these, especially on rainy days.

Mechanic Trains $5.29 $9.50

Strongly built automobile real trains. Various sound combinations of coaches. Easily wound with key. A dandy present for any boy.

BOYS' SCOOTERS $2.39

Roller Bearing

Run errands and have loads of fun with this rubber tired scooter. Footbrake and parking stand. Other scooters ..... $1.00 to $3.29

VELOCIPEDES $3.95 to $14.30

A great outlet for excess steam in the growing boy. Well constructed and finished in several colors. Either plain bearing or Ball bearing. The same that you will find at much higher prices elsewhere.

AUTOMOBILES $4.59 to $18.50

All models sturdily built to withstand a lot of rough usage. Plain or ball bearing wheels. Lots of healthful outdoor exercise with one of these autos. Xmas presents that any boy will appreciate.

See These Beautiful Fall Suits — All Year 'Round Weights

For Men and Young Men

Sturdiest of All-Wool Fabrics — Newest Patterns Newest Colors

Suits With Two Pair of Pants Ward's Low Price $19.50

Authentic winter patterns and newest weaves, combined with style, smart cut, and honest values, are the dominating features that make these suits so popular. These ALL VIRGIN WOOL WORSTEDS are the greatest values ever offered, at the price.

Complete Range of Sizes for Regular, Tall, Short, and Stout Types of Men Sizes 34 to 46

Men's Smart Distinctive Overcoats

Popular Colors — Beautiful Patterns

Medium Weights $14.75

Heavy Ulsters $24.75

The latest styles and newest weaves are in these fine overcoats at Ward's. Materials from the best woolen mills here and in England are fashioned into overcoats that look and wear as well as others costing double our low price.

Ward's clothes are styled by a master designer who knows what men want—style, correct cut, perfect fit, newest patterns and weaves, service and value. Models for every type of figure.

Sizes 34 to 36

Men's All-Wool SWEATERS

WARD'S LOW PRICE $2.98

A warm and durable sweater for outdoor wear. Firmly woven of all-wool yarn with heavy jumbled rope stitch. Large double wind-shield collar. Cuffs and bottom fit closely. A real high quality sweater at an extremely low price.

See our complete line of Sweaters for men, women and boys. All priced very low.

Ladies' Pull-Over SWEATERS

All-Wool and Rayon WARD'S LOW PRICE $1.98

A very pretty pull-over with knit and very smart. Knit of lustrous fine wool worsted and rayon. Very warm and helps complete your winter ensemble. Your choice of three colors. Sizes 34 to 42.

Youthful Fall And Winter Millinery For Misses and Women

DELIGHTFUL STYLES

FELTS, VELOURS, SATINS, VELVETS $2.98

Hats for Miss or Matron in charming new styles. Featuring the new Claret Red, Hunter Green, Minet Blue, Russet Brown, and a dozen other colors. New shapes, new, trims, captivating modes. The smartest of all styles being shown in New York.

OTHER GROUPS OF NEW HATS $3.98 $5.98

FLEECYDOWN OLD HOME BLANKETS

70x80 inches, doubled

WARD'S LOW PRICE $1.98

One most popular blanket, in the famous Fleecydown quality. Large size, full weight, made of long staple cotton, especially selected for its durability, warmth, and softness. Practical solid colors with colored border.

See our complete line of Blankets and Comforts. Priced extremely low.

THE NEW SANITARY NAPKIN MONETTE

WARD'S LOW PRICE 29c

Made of fine quality gauze; cellulose of softest texture. Odorproof. Sterilized. Easy to dispose of. Dissolves readily. Positive protection without bulkiness.

WARD-O-LEUM RUGS

Extra Heavy

WARD'S LOW PRICE $5.45

A $10.50 value.

A smart looking and waterproof floor covering. Very inexpensive and made to last for years. A light mopping with soap and water makes the surface. Embossed with wear-resisting lacquer that retains its brightness as long as the surface lasts.

See our complete line of rugs and flooring coverings in our Furniture Department.

Montgomery Ward & Co.

Satisfaction Guaranteed or Your Money Back

New Store La Grande, Oregon 1101-3 Washington Avenue

MEN'S DRESS SHIRTS

Made to sell for $2.00 OPENING PRICE ea. 98c

White broadcloth and fine quality percale. Fast colors, sizes 14½ to 17. Collar attached or neck band style.

Fancy Suspenders—special pair 75c

MEN'S NECKWEAR

Four-in-Hand SILK TIES 79c

Beautiful cut silk of finer quality. One lot of higher grade tie. Each 98c. Smart bow ties for young men for fall wear, 25c to 45c.

"You Will Find Values Like These in Our New Store"

You know what values you have gotten when ever you have bought from Ward's. Here in stock for immediate delivery in our new Store are thousands of articles—here for you to actually inspect and compare with anything you have ever seen anywhere. Only a few items can be shown on this page. They merely indicate what you will see in our new Store.

RIVERSIDE Tires

We guarantee What others promise—don't buy conversation—buy mileage—definite and assured—

Before you buy your next tire, make sure what protection you get, what assurance you have that the tire will deliver the full mileage you expect. Find out whether the seller is trying to get you to accept a so-called "standard warranty" or "tire insurance plan" or whether he is willing to back his tire with a plain, legal, written guarantee that will give you a definite number of miles of honest road service.

When you buy "Riversides" you actually buy a definite number of miles, for after all, it's mileage you want for the dollars you spend, after the tires are on your car.

FOR FORD and CHEVROLET CARS

RIVERSIDE TIRE AND TUBE

Combination Offer 29x4.40 Balloon with Molded Circle Tube, both for $8.05

FOR FORD and CHEVROLET CARS

RIVERSIDE TIRE AND TUBE

Combination Offer 30x3½ F. O. S. Clincher with Molded Circle Tube, both for $7.10

Guaranteed for 16,000 Miles

Read This Unconditional Guarantee

We guarantee Riverside Tires for 16,000 miles of satisfactory service under ALL conditions. There are no "ifs" or "buts"—no time limit—about this guarantee. You are the judge. Unless you receive this service, we will replace your tire with a brand new Riverside, charging you only for the actual mileage you received—or repair the tire free of charge. Brown "Molded Circle" Tubes Guaranteed for 3 years.

FIRST QUALITY RIVERSIDE FULL SIZE BALLOON CORDS

TIRE SIZE	Guaranteed for			Molded Circle Tubes
4-ply				
29x4.40	16,000	Miles	$ 6.79	$1.39
30x4.50	"	"	7.65	1.75
29x4.75	"	"	9.25	1.65
30x4.75	"	"	9.30	1.70
31x4.95	"	"	11.75	2.00
30x5.00	"	"	10.15	1.75
31x5.00	"	"	10.45	1.85
31x5.00	"	"	10.45	1.85
30x5.25	"	"	11.35	2.00
31x5.25	"	"	11.75	2.05
6-ply				
30x5.25	"	"	12.75	2.00
30x4.50	"	"	10.55	1.75
30x5.77	"	"	14.75	2.35
32x5.77	"	"	15.10	2.50
32x6.00	"	"	15.75	2.50
33x6.00	"	"	15.40	2.55
32x6.50	"	"	16.65	2.85

Your Size Is Waiting For You Here

RIVERSIDE BATTERIES

Guarantees Increased All Prices Reduced

World's Largest Selling Guaranteed Batteries

Guaranteed workmanship and construction throughout. One piece molded acid proof box. More Power—Longer Life. 1,000,000 satisfied users. Sold on 60 days trial.

No other battery has such a record, and Ward's lower prices save you $8.00 to $22.00, according to your need.

Standard 11 Plate "Riverside" Batteries—Now guaranteed for 2 year. For Dodge and Chevrolet cars.

Our Lower Price $7.95

Super Power, Oversize "Riverside" batteries—Now guaranteed for 2½ years. For Fords and Chevrolet cars.

Our Lower Price $11.25

The Glophonic Windsor Heater

Heats 2 to 3 Large Rooms

WARD'S LOW PRICE $42.95

Easy Payment Price $46.95 $5 Down, $5 Monthly

Burns either coal or wood. Circulates warm, moist air and will keep two or three large rooms warm even in zero weather. Heats by circulation—using the pipeless furnace principle—drawing air in at the bottom and expelling it at the top.

WALNUT ENAMEL FINISH

Outer cabinet of steel, ornamental in appearance and finished to look like actual walnut. Will match the finest of furniture. Built to give years of uninterrupted service.

WINDSOR "BUFFET" RANGE

Griddle Top

WARD'S LOW PRICE $73.95

Easy Payment Price $81.95

$5.00 Down, $5.00 Monthly

A popular Western model. The griddle top is very convenient and is especially well liked for its adaptability to all kinds of frying. An excellent baker. It is most ideal for a small family, especially if the kitchen happens to be small.

Your choice of four finishes: New Spring Green, French Gray, Turquoise Blue, or New Ivory Tan; all full porcelain enameled. Floor space is 36x35 inches. Has high back shelf for extra pots and pans. Burns either coal or wood.

See our complete line of Stoves and Ranges for every kind of fuel.

MEN'S HEAVY COTTON UNDERWEAR

EXTRA BIG BARGAIN

WARD'S LOW PRICE ..... 98c SUIT

Knit of long fiber cotton of winter weight with a soft fleecing inside. Flat collarette neck with front neatly trimmed. The ribbed cuffs and ankles fit snugly. Strong ribbed inserts at the shoulders to prevent sagging. One-button crotch. All seams flatlocked. Well made throughout and will give lots of service. Very comfortable—no itchy feeling. See our complete line of Underwear for the whole family.

Glove Leather Coat

WARD'S LOW PRICE $9.98

Comfortable as well as serviceable. Lined roomy with ventilation eyelets under arms, with 200-ounce warm blanket cloth. Cut. Adjustable cuffs. Two outside pockets. Made of the finest grained glove leather. Sizes 36 to 48.

See our complete line of Men's Jackets, Heavy, and other outdoor wearing apparel.

Sheep-Lined Coats

All Australian Wool—Marino quality

Ward's Low Price $9.50

Genuine Imported Australian sheep skins. Our Barkcloth process protects you against wind and rain. Neat and dressy in appearance. Cut full and roomy. Sizes 36 to 48, in dark brown only.

TWO-ELEMENT GLOW HEATER

WARD'S LOW PRICE $5.49

The very latest—gives double heat. Solid 12 inch copper reflector, safety guard, heavy cast base. Adjustable to any angle. Gives heat when and where you want it. Just the heater for use while reading or dressing on a cold morning. See our complete line of Electric Labor Saving appliances and Electric Cooking utensils. Priced at unusual savings.

MEN'S HEAVY WOOL SOCKS

ALL-WOOL WITH RED TOPS

WARD'S LOW PRICE ..... 57c PR.

Made in two lengths for wear with high top boots. Very warm and durable. Feet are knit seamless and flat for the utmost comfort. The legs are wide ribbed and fit snugly. A big favorite for outdoor wear.

See Our Complete line of Hosiery for the whole family.

MEN'S WORK SHOES

Guaranteed to Wear Six Months

WARD'S LOW PRICE ..... $3.98 PAIR

If they fail to wear for six months we will replace them with a new pair, charging you only for the actual number of days you had the old pair and enclosing you with the number of days they failed to wear. Sizes 5 to 12.

See our complete line of shoes for every member of the family.

MEN'S FANCY HOSE

Woven Rayon Patterns pair 32c

Rich silky rayon in newest patterns and colors. Heel and toe reinforced to resist wear. Sizes 9½ to 11½.

Men's Beau Brummel FOOTWEAR

WARD'S LOW PRICE, pair $5.98

Stylish, long wearing and very comfortable. Medium square toe gives plenty of foot freedom. Calf skin uppers genuine Oak leather soles. Goodyear welt. Rubber heels. Sizes 6 to 12.

MEN'S WORK SOCKS

Rockford Brand.

OPENING SALE PRICE, 6 pairs 75c

Good quality cotton, medium heavy weight. Reinforced heels and toes. Seamless foot, ribbed top.

MEN'S OVERALLS

OPENING SPECIAL, pair $1.10

Made to sell for about $1.50 of heavy white-back denim. Celebrated for their fine wearing quality—cut full, all sizes.

Men's Overall Jackets

WARD'S LOW PRICE $1.10

High grade white back dark blue denim. All seams triple stitched. 4 pockets on front and large inside pocket. Sizes 36 to 46.

Men's Flannel Shirts

Very Durable

WARD'S LOW PRICE, each $2.98

Warm and comfortable; of strong twilled cotton flannel. Neatly tailored. Closed front style. Sizes 14½ to 17.

MEN'S WORK SHIRTS

Low Price Now at Ea. 69c

A fine quality blue chambray work shirt, cut full and well made—one pocket and double yoke. Sizes 14½ to 17.

Blue Line Electric Iron

Dependable Grade

WARD'S LOW PRICE $2.95

Standard 6 pound size. Best nickrome wire element on fine mica. Draws 550 watts. Complete with 6 ft. cord and plug.