

3RD ANNUAL SPRING SALE

WARD WEEK

OUR IMMENSE NATION WIDE

SALE STARTS
SATURDAY, APRIL 13 and
ENDS SATURDAY, APRIL 20 -- WATCH THE NEWSPAPERS

FOR WARD WEEK STYLISH SILK FROCKS REDUCED



6.95

Lovely flat crepes, and prints... styles for street, afternoon or business wear. Many are copies of costly models and feature the newest style tendencies. Sizes for women and misses.

Spring Coats
Priced Low

\$14.75 Tailored and Fur Trimmings. A very special showing. Sizes 14 to 44.

Ward Week What is it? you ask. Briefly, it is a sale—but what a sale it is! We really believe that never before will you have known a sale as great as this sale—the 3rd annual Spring Sale—NATION-WIDE WARD WEEK, which starts Saturday, April 13th and ends Saturday, April 20th! 7 Big Bargain Days with new and fresh bargains daily. Do not plan to miss a single day. WATCH THE NEWSPAPERS and you'll see an array of bargains that will dazzle you. The SAVINGS ARE BIG! In this nation-wide sales event Ward's chain and department stores are concentrating in offering their customers the greatest bargains any store, anywhere, could offer you. We sincerely believe we have accomplished this. For months our expert buyers have combed the four parts of the country for the best quality merchandise money could buy. As you know, we buy for cash—our buying power is \$200,000,000—and buying for cash we obtain tremendous discounts, which savings we pass on to you. Here before your eyes in this advertisement unfolds a partial list of the bargains you can obtain at Ward's during this sale—and there will be plenty more. In short, study this page for the bargains... be at Ward's store, bright and early in the morning and we know that you'll more than be satisfied with the SAVINGS YOU MAKE. Come! Come! We always reserve the right to limit quantities.

First Day Values Are The Best Yet!

"Monette" Sanitary Napkins
Pkg. of 12
Regular price 29c

23c

Regular 98c Ladies' Handbags

49c

Regular 19c Gingham
An unusual value
Special

12c yd.

Textile Stationery
Ward's regular low price
19c

9c Box

Pure Aluminum Pails
Regular 69c

39c

Rockford Sox
Regular 13c

10c pr.

White Enamel Combinettes
Regular \$2.10

\$1.59

A Few 7-Tube Demonstrator
D. C. Radio Sets
Regular \$44.75

\$27.50

A very few 30x3 1/2 Oversize
Leader Tires

\$2.98

(One to a customer)

Men's Knit Unionsuits
For Summer Wear
Regular 79c
Sale Price

59c

2-Burner Electric Hot Plates
Regular \$4.98

\$3.98

Electric Percolators
Regular \$3.98

\$2.98

FOR WARD WEEK MEN'S 2-PANT SUITS VALUES TO \$24.75

14.75

Exceptional Values Correctly
Styled Sizes 34 to 44

Another Large
Group Now

\$19.75

Finest Fabric Styles For
Men and Young Men.

Men's Hats

Dress styles, fur felt
All sizes \$2.98



WARD WEEK BRINGS SAVINGS ON SHOES



Ladies Slippers

A marvelous group of strap slippers and oxfords for misses and women. Sizes 3 1/2 to 7.

Childrens Shoes

Sturdy built for boys and girls. \$1.98 A large group, both slippers and oxfords. Sizes 6 to 13.

Men's Oxfords

Outstanding values \$3.98 men's oxfords. Tans and blacks. New styles all sizes priced very low for this sale.

HOSIERY PRICES CUT LOWER!

Full Fashioned
Pure Silk Hose

79c

A host of colors. Sizes 8 1/2 to 10. Pure silk, reg. \$1.39

Ladies' Cotton and Rayon Hose 29c

Ladies' Cotton Hose 19c

ODD FURNITURE IS CUT TO BEDROCK

\$22.50 Coxwell chairs well upholstered in good grade tapestry, Extra Special	\$14.98
\$18.50 Rocker upholstered in good grade genuine leather	\$9.98
\$18.50 Velour Chair upholstered in good grade material	\$9.98
\$10.00 Well made mattress with cotton linters filling	\$7.85
\$169.50 Overstuffed davenport and chair. Mohair upholstery, tapestry reverse cushion, black mohair welts, unusual value	\$139.50

RIVERSIDE TIRES AT LOW PRICES

Every known
TIRE
Guarantee
Surpassed

First Quality
Guaranteed for
Life & 16,000 Miles



Tire Size	Guaranteed For	Tire Price	COMBINATION OFFER
12x4.45	16,000 miles	\$6.15	20x1.10 Balloon
12x4.75	16,000 miles	\$6.35	Tire
12x4.50	16,000 miles	\$7.10	With Circle Molded Tube
12x4.75	16,000 miles	\$8.65	Both for \$7.55
20x5.00	16,000 miles	\$8.85	

Easy Payments

On all Furniture, Tires, Stoves and Washing Machines. Only a small handling charge is added.

MONTGOMERY WARD & CO.

1101-3 Washington Ave.

Phone Main 18

La Grande, Ore.

THESE ARE JUST A FEW OF THE ROUSING BARGAINS

Store Hours

Daily
8:00 to 6:00
Saturday
8:00 to 8:30