

3D ANNUAL SPRING SALE

OUR NATION-WIDE

WARD WEEK



DOLLAR DAY AT WARD'S IS WEDNESDAY ONLY

In the larger towns Ward's is famous for their Dollar Day sales . . . and now here comes one planned for you . . . briefly, Dollar Day is a special sales event in which the bargains selected were bought especially for this greatest sale day in our Ward Week sale. We honestly believe that EVERY DOLLAR YOU SPEND AT WARD'S DOLLAR DAY SALE WILL DO THE WORK OF TWO! That's rather a big statement, but when you see the dollar bargains—and plenty of others, you'll certainly agree that dollar day was a huge success. Scan the pages and note the excellent values. All during the week we've had record crowds in the store . . . and Dollar Day promises to outdo anything that we've ever had yet. Some quantities are limited . . . early shopping always avoids disappointment. We reserve the right to limit quantities. IT'S DOLLAR DAY AT WARD'S, SO COME EARLY. YOU'LL SAVE GREATLY! TELL ALL OF YOUR FRIENDS. Come! Come! Save!

17 Cakes of Palmolive Soap

\$1

Usual Ward price 8c

Double-loop Turkish TOWELS—23x45
4 FOR

\$1

Get your year's supply now.

Combination FOUNTAIN SYRINGE and HOT WATER BOTTLE

\$1

An exceptional value for your money

Two packages of Eagle Cards, and a box of Poker Chips

All for

\$1

Think first of Ward's!

Genuine Rockford Sox
12 pair

\$1

The regular price is 13c

HUCK HAND TOWELS
16x31—Exceptional quality
10 for

\$1

Usual price is 13c

Modern weaves of Tweeds and similar material that may be used for Spring and Summer Coats—

\$1

yd.
Buy Now and Save!

Think of It!
Regular \$1.69 Ball Bearing ROLLER SKATES

\$1

pair
The biggest skate value in town

BROADWAY RECORDS
3 for

\$1

Latest selection by well known artists

Imagine a good grade GINGHAM at only

12 yds. for

\$1

36-in. wide. Regularly 15c yd.

Three Suits of Men's ATHLETIC UNDERWEAR

\$1

All sizes, 36 to 46.
By Now and Save!

Regular \$1.50 Men's FOUR-IN-HAND SILK TIES

\$1

Colors to suit any taste—
Buy at least three

A good, well made imported TENNIS RACQUET

\$1

Will give unusual service

CIGAR LIGHTERS
For any make of car—with 6-volt lighting system

\$1

A good convenience in any car

Genuine MOTOMETER SPARK PLUGS
2 FOR

\$1

They fit all popular makes of cars

Four-Foot ALUMINUM RULE

\$1

Every household can use one of these handy items

Beautiful good quality Gingham, Regular 20c quality, 8 yards for

\$1

Buy at Ward's and Save

Beautiful Non-Cling Cloth for slippers, bloomers, etc.

\$1

Regularly sells for 40c a yard

A beautiful Rayon Plaid that is good for children's dresses, etc. 2 yards

\$1

Regular price 65c a yard

A pure linen Stamped Luncheon Set ready to finish, with six skin care, broderie flees. All for

\$1

Buy several for gifts.

Ward's made Luncheon Sets in dainty designs

\$1

Every woman should buy at least two.

Wonderful Fountain Pens in the popular large design.

\$1

Just the thing for school

Longwear Sheets Regular \$1.29 which are noted for their wearing quality only

\$1

regular \$1.29

WARD WEEK SILKS REDUCED

FINAL CLEARANCE

GROUP 1 Values to \$1.19	GROUP 2 Values to \$1.49
69^c yd.	98^c yd.
Good grades of Charmeuse, Georgette, Crepe de Chine and many others are featured at Ward's Sale Price.	Many Silks that may be used for dresses, lingerie, pillows and the things that may appeal to the purchaser. Wonderful Values!
GROUP 3 Values to \$1.98	GROUP 4 Values to \$1.00
\$1.19 yd.	69^c
Prints and Plain Silks that are the best the market can offer. Buy your material at Ward's and save.	A few Remnants to be closed out at this remarkably low price—



SALE OF HOUSE FROCKS

69c

Well made! Snappy trimmed! Never before have we been able to give such an outstanding bargain. Color refreshing prints. Sizes for matron and miss.

WARD WEEK RADIOS AT A SAVING

SPANISH CONSOLE MODEL

7 Tubes All Electric One-Dial

\$131.25 CASH PRICE Completely Equipped

Easy Payment Price \$144.35, \$20.00 Down—\$15.55 Monthly

No Batteries—no trouble. Attach to a light socket and all the news and entertainment of the air are yours. 7 tubes, 1-dial control; fully equipped, ready to operate.



Exceptional Value

7-TUBE D. C. TABLE MODEL

Supersensitive, unsurpassed for selectivity, distance and clear reception. Easy to install and operate. Low operation cost. Now priced very low

\$53.50

\$2.35 "B" Batteries Now 98c

One of the finest batteries built. Stock always fresh. Buy now and save!

Store Hours
Daily
8 a. m. to 6 p. m.
Saturday
8 a. m. to 8:30 p. m.

MONTGOMERY WARD & CO.

1101-3 Washington Ave. Phone Main 18 La Grande, Ore.

HUNDREDS OF BARGAINS ARE NOT ADVERTISED

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