



FLASH-LIGHTS
\$1.00
Light beam 500 feet! Similar lights sell up to \$3.50.



ELECTRIC IRON
98c
Standard size, smooth ironing surface. Fine heating. Without cord.



MEN'S ATHLETIC UNDERWEAR
39c
Choice of Nain-sook or Broad-cloth.
Sizes 36-46



RAZOR BLADES
Pkg. of 10 for **59c**
You save one fourth on this item!



PEBECO PASTE
Two 50c Tubes **29c**
Another big saving for the home!



WORK PANTS
\$1.49
Black and gray striped moleskin. Cloth. Cuff bottoms! Sturdy.



LISTERINE
63c
Ideal astringent and antiseptic. You save money here!



BROOMS
39c
Selected broom Corn, 4 rows of stitching. A big sale feature!



KOTEX
4 for **\$1.00**
This is a featured value for Dollar Day! Sanitary, absorbent.



SWEATERS
\$2.98
Novelty patterned Cricket Sweaters. Well made. Bargains!



SHAVING CREAM
21c
This is the regular 50c size. Special for Dollar Day.

STARTS SATURDAY

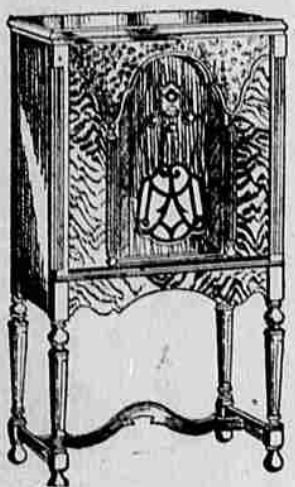
NATION-WIDE

WORLD'S GREATEST SALE!

WARD WEEK

BARGAIN RADIO OFFER!

The New **SERENADER**



\$79.50

7 Tubes (2 Screen Grid)
Super-Dynamic Speaker
Smart Lowboy Walnut Cabinet
New Tapestry Panel

Hear it—buy it—and your friends will think you paid a price in "three figures" for the beautiful SERENADER! It has all the best radio points...mellow tone quality...

Hear it—during the week of the WORLD'S GREATEST SALE!

Buy it on the Budget Plan!

Enjoy it—while you pay!

SATURDAY begins the World's greatest Sale—Nation-wide Ward Week! It's a gigantic style event setting new standards of value. Back of it stands the UNLIMITED RESOURCES of Montgomery Ward & Co., with its enviable reputation for honest dealing and honest merchandise for 58 years. More than 550 Ward Stores participate—from the Atlantic to the Pacific, from the Gulf to Canada. More than \$2,000,000.00 in savings for Ward customers. Months have been spent in preparation and planning. Now...we're ready...ready with a panorama of style, quality, selection and bargain prices that has never met its equal, anywhere!



LUNCH KIT
\$1.19

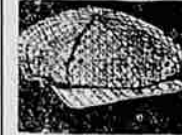
With Vac. Bottle "American Maid" kit. Don't Miss this bargain!

BRIDGE LAMPS
COMPLETE

With Parchment Shade

\$2.98

Variety of Color and Design



BOY'S CAPS
49c

Reg. 79c Value A sturdy wool cap any boy would like!

LOOK FOR THE UNADVERTISED BARGAINS!

WHAT A BARGAIN!

This Magnificent 2-Piece Suite

\$116.00



You will be proud to own this Living Room Suite! Beauty, Style, and Comfort are admirably combined in this graceful Davenport and Arm Chair.

TERMS:
\$10 down \$10 monthly!

Other Furniture Bargains:

BRASSIERES



25c
Rayon and cotton brocade, elastic insert, back closing.
A Big Value!

TOWELING



25c yd.
Famous Flaxdale...bleached...with colored border. For dish or hand towels.

SHEETING



37c yd.
Famous Long-wear quality woven smooth and firm. 81 in. wide.

TENNIS RACKET



\$2.19
Our Feature for 1930! Moisture-proof stringing. Buy this model!

RADIO TUBES



For Ward Week Airline Guaranteed! 201-A Tubes 98c 226 for A.C. sets \$1.38 227 for A.C. sets \$1.95

Note This Special!

RAYON SILK LINGERIE

\$1.00 Values for Only

69c

DANCE SETS—STEP-INS, COMBINATIONS BLOOMERS—PANTIES GOWNS

You can save nearly enough on two garments—to buy another! Well tailored to stand frequent laundering—designed to give the slim lines demanded by Fashion!

PLAY SUITS



73c
Heavy all models...trimmed in contrasting colors. Sturdy material. Size 2-8.

CRIB BLANKETS



79c
An extra low price for Ward Week on downy, triple blanket! Beautiful, heavy, warm. China cotton in warm Edward weaves. Overlooked sleep.

END TABLES



\$1.00
Attractive design in hard wood with mahogany finish. A special offer for Ward Week!

TURKISH TOWELS



25c
Size 22x24 Fast-drying. Cotton. Double loop weave...heavy quality. Colored borders.



PALMOLIVE SOAP
10 BARS 50c

Nationally advertised quality! Limit 10 bars to customer.



LIFE BUOY SOAP
10 BARS 39c

Nationally advertised quality! Limit 10 bars to customer.



CRYSTAL WHITE SOAP
10 BARS 50c

Nationally advertised quality! Limit 10 bars to customer.



LUX TOILET SOAP
10 BARS 50c

Nationally advertised quality! Limit 10 bars to customer.



All Silk Slips
\$1.69

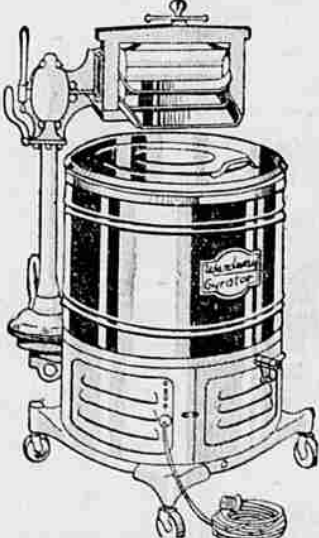
Nicely tailored Slips of flat crepe. Shadow hem. An unusual value!

Wardway Electric GYRATOR

\$77.50

In the \$155 Class!

Think of getting the famous Wardway Gyrator at this economy price. Just another proof that this IS the World's Greatest Sale! In actual tests made by a mid-west college, it washed faster and cleaner than any of the other higher-priced machines tested! All copper Tub with non-corrosive plating inside. You can't beat this bargain! Buy at Ward Week low price, and SAVE!



Guaranteed 10 Years
Terms Only \$5.00 Down
\$8.00 Monthly

MEN'S TIES

89c

Smart Spring styles in fine quality silk. Stripes and all-over patterns.



MEN'S OVERALLS

\$1.00

Durable blue denim that WEARS. Cut in the roomy sizes a man likes. Ward Week Special.



MEN'S OXFORDS

\$3.98

Smart wing tip, black calf grain leather. Goodyear welts, rubber heels.



WASH SUITS

\$1.00

Fruit-of-the Loom fabric, guaranteed fast color. Special for Ward Week! Sizes 2-8 years.



CHILD'S SHOES

\$2.98

Ideal for growing feet! Dressy Blucher Shoes...rubber heels.



MONTGOMERY WARD & Co.

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Main 18

La Grande, Ore.