

COME EARLY! GET YOUR SHARE OF THESE SENSATIONAL BARGAINS WHILE THEY LAST!



Special!
Ward Day Price
\$3.95

50-FOOT LAWN HOSE... a \$5.00 value. Black outer armor of live red rubber inner hose with rubber.



For Your Boy!
Ward Day Price
83c

CANVAS SHOES... are the vogue during vacation time! Reinforced, and sturdy.



Here's Value!
Ward Day Price
13c Yard

PERCALE... firm soft weave in clear colors! Buy at Ward Day Price while you can save!

Greatest of All Great Sale Days Starts Saturday 8 A. M.

Saturday—more than 550 Montgomery Ward & Co., Retail Stores stage the greatest one-day presentation of bargains and values in the history of the company. We've purchased carload after carload of fresh, new merchandise, and priced it right down to the level of the thriftiest purses! We've even cut our every day prices to give you thrilling values! Just scan the offerings listed below! See the sensational specials listed at the top of the advertisement! COME! See that you... and all belonging to you...

Get your share of the tremendous Ward Day Savings!



Value Champion!
Ward Day Price
\$3.25

BOYS' TAN BLEUCHERS... the smart, sturdy shoe you have been wanting... now strike a great low price for Ward Day. All sizes.



A Super Special!
Ward Day Price
69c

Regular \$1.00 Size LIPSTINE... is always needed as an antiseptic in every home! Ward Day special!



This for Pretty Lawns!
Ward Day Price
\$1.10

LAWN SPRINKLER will keep your lawn as fresh and green as a spring rain. Revolving type. BUY NOW!

Saturday Only- WARD DAY!

BARGAINS GALORE! Scan These Super Savings! BUY



Save on Silk Hosiery!

Regular \$1.65 Value
Ward Day Price
\$1.00

PURE SILK HOSIERY... in sheer chiffon or service weight. Clear weave that looks well after frequent launderings. Lovely colors in this big Ward Day Sale! Choose yours—Saturday!



Bargains in Lingerie!

Bloomers, Step-ins
Ward Day Price
69c

You'll like the lustrous quality—and the smart styles! Well tailored to give a slim line! \$8.00 values!



Bargains in Play Suits!

For Boys and Girls
Ward Day Price
\$1.00

CHAMBRAY SUITS... \$1.49 values! Here's good news for every mother! All seams bar-tacked, reinforced where needed. You'll save money on this big Ward Day special! Sizes 2 to 8 years.



See This Furniture Special!

Ward Day Price
\$11.95

OCCASIONAL CHAIRS... Attractive chairs with comfortable sag seats. Shaped backs, curved arms. At far below their real worth!

10c Bar of GUEST IVORY
65c
Famous Toilet Soap offered at SAVINGS of over 1-3! Limit 10 bars to customer.

COLORED ALARM CLOCKS
Ward Day Price
99c
Don't miss this great bargain. It's going fast!

5 Splendid TURKISH TOWELS
\$1.00
Splendid bargains in deep pile absorbent Turkish Towels!

10 Bars Ivory Soap
59c

10 Bars P & G SOAP
39c
Don't miss this tremendous offer on famous laundry soap!

Regular Size Box KOTEX
25c
Think of it! We are offering you Kotex for almost half! Hurry! 4 for \$1.00 Limit 4 packages to customer.

200 Child's Dresses



Ward Day Price
49c

Adorable little frocks to keep little girls smartly dressed at less than seems possible. Gay prints in the most becoming styles. Sizes 2-6

Smart Hats
Offer Great Savings
Ward Day Price
98c

Buy from our amazing bargain group! Hats of every type for every occasion at Ward Day Savings!

GYRATOR

At Lowest Price Ever Offered In the \$155 Class!

Ward Day Price
\$74.50

Proven to be as fast and efficient as any washer built! It's yours on Ward Day at the lowest price ever offered. Absolutely leakproof; extra capacity copper tub. See it demonstrated Saturday! Buy it at Ward Day Low price!



\$5.00 Down—
\$8.50 Monthly

IRONER

Ward Day Price
\$39.50

Latest type open-end ironer for use with the Gyrator or Maytag Washer. Save \$11 at Ward Day price!

\$5.00 Down!

Summer Dresses

DIRECT FROM NEW YORK

Regular \$9.75 to \$14.75 Values

Ward Day Price
\$7.95

... Printed Crepe ... Chiffon ... Georgette ...

You'll be smartly dressed all summer—if you buy several of these adorable little frocks! Of course you'll want more than one when you see how smartly they're styled and how inexpensively priced! Flattering skirts that make you think of cool breezes... deep cape collars that ripple gracefully... short sleeves with cunning bows... and no sleeves at all! Then there are frocks with sleeves—but so filmy and soft that you'll enjoy wearing them

Buy At This Low Ward Day Price!

9x12 Axminster Rugs!

Ward Day Value Leaders!

\$25.95

\$3.00 Down
\$3.00 Monthly

You can't duplicate these values—for Ward Day offers them at a price lower than our usual low figure. Heavy nap Axminsters in a variety of the loveliest colors and interesting patterns.

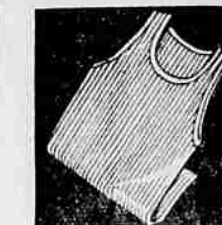


Here's a Bargain!

Double Savings!

\$7.95

LAWN MOWER... the Lakeside DeLuxe easy to push, quiet, roller bearings! A Big Last Day buy.



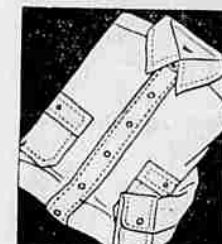
Athletic Shirts and Shorts!

For the Men

50c

ATHLETIC SHIRTS of combed cotton. They come in assorted colors and all models. BROADCLOTH SHORTS come in a range of new patterns; cut full and roomy.

59c



Act on This Shirt Special!

Ward Day Price

69c

WORK SHIRTS... an extra special Ward Day bargain! Tough-wearing blue chambray... cool, comfortable, roomy fits... stoutly stitched seams, buttons on to stay. It'll pay you to stock up Saturday.



The Year's Shirt Buy!

Ward Day Price

\$1.00

BROADCLOTH SHIRTS... fine quality... cool... and with smart attached collars. They're tailored for full, roomy comfort. \$1.49 Values!



Save on Trail Blazer Tires!

Ward Day Price

\$4.79

TRAIL BLAZERS... the toughest, most massive and rugged tires ever sold at this low price! Vitalized Rubber tread, deep-cut for skid-safe driving. 15,000 miles guaranteed! Other sizes proportionately low-priced! SOLD ON EASY PAYMENTS

WARD DAY TOILET GOODS BARGAINS!

HIND'S HONEY AND ALMOND CREAM

50c Size

Ward Day Price
33c



A splendid lotion for sunburn!

Coty's Face Powder and Perfume \$1.65 value. Special for Ward Day. Choose L'Origan, Paris, Chypre, or L'Aimant. Don't miss this sensational offer.

Ward Day Price **79c**

Cream & Cleansing Tissue **50c**

Johnson's Baby Talcums, 25c size can **19c**

Kolynos Tooth Paste, 25c size tube **21c**

Ipana Tooth Paste, 50c size **37c**

MULSIFIED COCOANUT OIL SHAMPOO

Ward Day Price

42c

Makes hair soft and glossy. Excellent for scalp.



Toilet Value!

Ward Day Price

7c

WALDORF TISSUE... Take advantage of this special price and stock up Saturday.

MONTGOMERY WARD & Co.

La Grande, Oregon

Phone Main 18

1101-3 Washington Avenue