


SUPER SAVINGS ON THESE SUPER BARGAINS! SHOP SATURDAY AT THIS BARGAIN THRIFT EVENT!



PEPSODENT
Get This Value!
WARD DAY PRICE
25c
PEPSODENT TOOTH PASTE . . . nationally famous . . . at Ward's money-saving price, 35c size.



Bargain For Boys!
WARD DAY PRICE
75c
SIDE-PATCH TENNIS SHOES for hard wear. Sizes 3 to 6. Buy for summer.



What A Value!
PRESERVING KETTLE
WARD DAY PRICE
\$1.00
ALUMINUM KETTLE . . . Buy now for summer preserving! You'll want more than one. Save!

Greatest of All Great Sale Days
Starts Saturday at 8:00 A. M.
Saturday—550 Montgomery Ward & Co. Retail Stores demonstrate more forcibly than ever before what unsurpassed bargains our vast buying power can secure for you! Our last Ward Day was talked about for days afterwards—this one will command even greater attention! Here is fresh, seasonable merchandise at end-of-the-season prices! Note particularly the exceptional bargains in Refrigerators—Furniture—Children's Frocks, and Women's Dresses. These are but a few of the hundreds of bargains in every department. Come early for YOUR share of the tremendous Ward-Day savings! **BUY NOW!**



Ward Day Saving!
WARD DAY PRICE
69c
LISTERINE ANTISEPTIC for mouth wash, gargle. \$1.00 size. Healing, soothing, antiseptic. Save!



Ward Day Special!
WARD DAY PRICE
99c
ALARM CLOCK as reliable as it is attractive! Buy while it is so low-priced!



What A Value!!
SILK HOSE
WARD DAY PRICE
\$1.29
SERVICE WEIGHT HOSE—so sheer and dainty . . . new colors, too. All silk from top to toe! Regular \$1.65 value! Bargain! All sizes.

Saturday Only! A Compelling Bargain Event in 550 Stores!

NATION WIDE WARD DAY

Another Special!
WARD DAY PRICE
77c
HOUSE FROCKS with style and snap! Crisp wash fabrics made according to the new modes! Come early!

Big Curtain Value!
WARD DAY PRICE
\$1.15
MARQUETTE ruffled curtains with valance and tiebacks!

Home Bargain!
WARD DAY PRICE
19c
CRÉTONNE—in gay colors! Think of the saving—and buy on Ward Day!

Regular 35c Values!
WARD DAY PRICE
29c per ft.
FELT BACK WARD-LEUM in attractive designs for any room in the house. 6 ft. width. Wonderful bargain!

Boys' Play Suits
WARD DAY PRICE
49c
For a small boy's hard wear! Buy a supply NOW at this great sale. Of strong tan khaki—reinforced.

Guaranteed Not to Rip Athletic Suit
WARD DAY PRICE
39c
Union Suit of reinforced material. Made like Dad's—cut full and roomy. Available in sizes 6 to 16 years.

Extra Special
WARD DAY PRICE
\$15.95
INNER SPRING MATTRESS . . . years of service in its restful softness! A feature.

- Bay's Hospital Cotton, 1 lb. 43c
- Taroleum, 2 bottles for 43c
- Lux Soap, a bar 7c
- Mennens Talcum 17c

- Mennens Shaving Cream 35c
- William's Shaving Cream 35c
- Pro-phy-lac-tic Tooth Brush 35c
- Ivory Soap Flakes 6c

- Ivory Soap, 4 bars 25c
- Guest Ivory Soap, 6 bars 19c
- Ipana Tooth Paste 29c
- Triangle Malt Syrup, 3 for \$1.00

7 TUBE SCREEN GRID SERENADER RADIO
WARD DAY PRICE
\$79.50
COMPLETE WITH TUBES
Here's a great opportunity that you music lovers will appreciate! Beautiful walnut low boy cabinet. Double Screen Grid. Complete. You can't beat this Ward Day Price! Free installation!
\$2.00 Weekly

2-PIECE LIVING ROOM SUITE
WARD DAY PRICE
\$99.50
Here's a sensational Ward Day saving! Your choice of arm chair or button back chair Suite for this low price! Reversible cushions—resilient spring construction throughout!
Only \$10.00 Down—\$2.00 Weekly

8-Piece Dining Room Suite
A SAVING OF \$45.00
WARD DAY PRICE
\$99.50
What a substantial saving! A lovely Walnut veneer Suite at this AMAZINGLY LOW WARD DAY PRICE! Smartly styled buffet and table—slip covers on chair seats!
Only \$2.00 Weekly

3-Piece Bed Room Suite
REGULAR \$100 VALUE
WARD DAY PRICE
\$79.50
Thrifty home-makers will want this outstanding saving! A real FURNITURE BUY! New styled bed—dresser—chiffoniere in lovely Walnut veneer. See it Ward Day—and you'll buy it!

Fine Quality REFRIGERATORS
WARD DAY PRICE
\$10.95
Save food! Save Ice! White enameled steel lining . . . tinned wire shelves. Hardwood case, built for sturdy use. Scientific construction! Buy Ward Day—and save!!

Men's Work Values
WARD DAY PRICE
79c
OVERALLS made of sturdy blue denim and strongly reinforced. A real work value you men must buy!

Exceptional Value!
WARD DAY PRICE
98c
MEN'S DRESS SHIRTS. Collars attached and neckband style. Fine quality.

Clothing Value!
WARD DAY PRICE
\$1.98
DRESS TROUSERS in smart wool weaves and patterns! Buy several pairs while this low Ward Day price prevails.

Men — A Bargain!
WARD DAY PRICE
\$1.74
BROADCLOTH SHORTS—in assorted patterns and colors! Elastic at waist. A saving, \$2.50 values.

A Super Special!
WARD DAY PRICE
\$1.00
UNFINISHED CHAIR—all ready to paint. Regular \$1.50 value! Strong and sturdy!

See This Special!
WARD DAY PRICE
\$7.95
LAWN MOWER with 14-inch blade. Cuts with ease. Roller-bearing construction.

End Table Special!
WARD DAY PRICE
\$2.45
END TABLE of excellent design and finish. Answers many needs. Low priced!

A Store-Wide Event!

\$6.95 DRESSES
WARD DAY PRICE
\$3.95
Hundreds of smart frocks . . . styles you can wear late into the Fall as well as all Summer long! . . . Fashionable silk crepe faconne prints, becoming and flattering . . . Large flat flower prints in cool fluttering chiffons and georgettes! . . . STYLES FOR EVERY OCCASION! . . . for street . . . for sports . . . for evening wear . . . Styles distinctly in the height of fashion . . . Saturday — WARD DAY — THESE DRESSES DROP TO A DRASTICALLY LOW PRICE . . . Buy while you can get smartness at a price! . . . Be here early for best selections!

Bargains on Every Hand!

BED SPRING SPECIAL!
Here's an outstanding value in a fine Day Bed—with medallion decorated steel case panels; finished in baked-on ungrained walnut enamel finish.
Ward Day Price
\$14.95

Great Value! Metal Bed
A nationally famous quality bed, with baked-on enamel finish. Has noiseless rolling casters. Special bargain.
Ward Day Price
\$5.95

Special Mattress
Extra finely made mattress, 55 lbs. in weight; four rows of side stitching. Covered with good quality drill ticking.
WARD DAY PRICE
\$8.95

9X12 AXMINSTER RUGS
WARD DAY PRICE
\$26.95
Get one of these especially reduced Axminster Rugs today. There's a variety of pleasing pattern and color combinations. You'll seldom find them marked so low!

MONTGOMERY WARD & Co.

1101-3 Washington Ave. Phone Main 16 La Grande, Ore.

MANY BARGAINS NOT ADVERTISED IN EVERY DEPT. — USE THE BUDGET PLAN OF EASY PAYMENTS