

(COME THE FIRST DAY! STORE HOURS 8 A. M. to 6 P. M.)

**A Drive for 1,700,000 NEW CUSTOMERS**

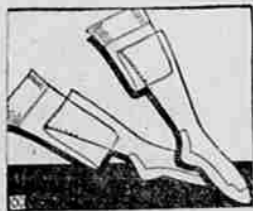
**STARTS SATURDAY . . . [March 14th to 21st]**

In this great selling event—Golden Arrow Jubilee—we seek to demonstrate to 1,700,000 new customers, the saving and service advantage of the world's largest chain of Retail Department Stores. To win 1,700,000 new customers is a great task. But we are prepared! Our merchandise—our prices—our service facilities—and our salespeople are equal to the job as never before in our history. Yes, we are ready—and fully equipped for this stupendous undertaking. Frankly — to induce this large number of new customers to come into our stores—and to see for themselves what Montgomery Ward & Co. has to offer them — we have secured **MANY SPECIAL OUTSTANDING BARGAINS, STYLED AND PRICED TO POSITIVELY INSURE THE SUCCESS OF THIS TASK.** (See them advertised below!) During this week, we pledge a continuation of our usual courtesy and service to our millions of OLD customers. To our NEW customers we pledge our utmost in value giving and satisfaction. And this buying and saving invitation is extended to our old friends, as well as to our new customers, in order that they may all take full advantage of the exceptional offers to be found in this great selling event—WARD'S 3RD GOLDEN ARROW JUBILEE WEEK! Yes, we'll win 1,700,000 new customers! You, too, may as well join in this great swing to Ward's Retail Stores—so that YOU can enjoy fresh, up-to-the-minute merchandise, at these great saving prices! **COME—SEE—BUY—and SAVE!**

**Ward's 3rd GOLDEN ARROW JUBILEE WEEK!**



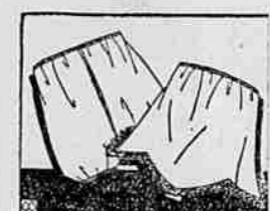
**Big Buying Power—Big Selling Power! That's Ward's!**  
**New Spring Hats \$1.00**  
They're new — they're simple — they're different — they're exclusive. Beautifully styled in the smartest fabrics and very latest colors.



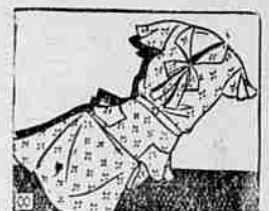
**Ward Stores Bought 100,000 Pairs for This Week Only!**  
**Chiffon Hose! 88c**  
Special Jubilee value! FULL-FASHIONED All silk. Dull finish. Picot tops. French heels, reinforced cradle foot. In taupe-beige, gray, and darker shades.



**Value Like This Has Made Ward's the Greatest Retail Radio Distributors in the World**  
**Airline "Lafayette"**  
Licensed by R.C.A. **Equipped With 7 National Union Tubes**  
We believe this radio to be the greatest radio value in America at this price! Compare it with any \$90 set for Tone, Power, Beauty! The Airline "Lafayette" stands out as a great radio and a great value! Just look at its many features:  
Tripple Screen Grid . . . Tone Control . . . Illuminated Dial . . . Utah Dynamic Speaker . . . Smart Console Cabinet of Walnut Veneers!  
**Complete with Tubes and Installed \$57.85**  
Pay Only \$1.50 Weekly Small Carrying Charge



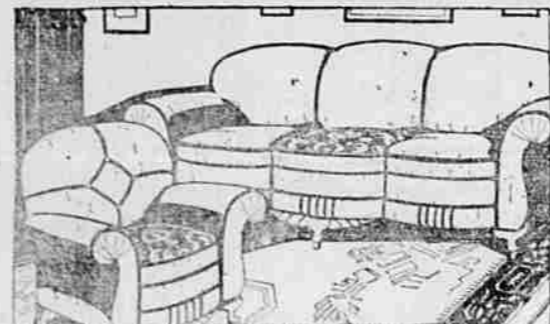
**Compare These Values!**  
**Rayon Lingerie! 2 for \$1.00**  
Women's Bloomers, Step-Ins, Vests, and Panties — of lock-knit, run - resistant rayon. Tailored and lace - trimmed styles. Peach or Peach.



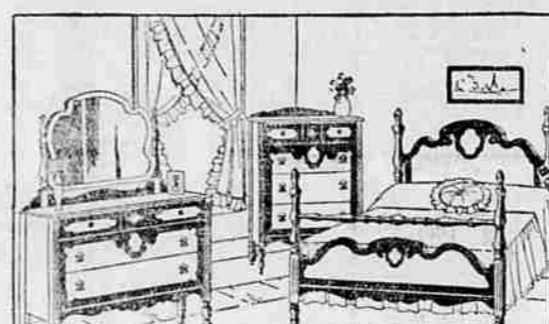
**Winning \$1,700,000 Friends!**  
**New House Frock 69c**  
In gay floral prints—Summery trimmings. Flare and pleated skirts. Sleeveless or short sleeves. Outstanding values!



**Spring Dresses**  
Styles You Will See Worn Easter Sunday  
**\$5.99**  
Jubilee Values  
New Style Features!  
Dresses (some with clever jackets) in the new molded lines, with deep pleats and low-placed flares . . . puff and bell-shaped sleeves . . . tailored and fancy collars. In blue, black and other shades with contrasting colors and prints.



**Imagine Such Value!**  
**2-Piece Suite \$59.50**  
\$6 Down, Small Carrying Charge  
Smart because it's style-right . . . amazing because it's low priced! 76-in. Davenport with choice of arm or Button-back Chair, in rich Jacquard Velour. These luxurious pieces will enhance the beauty of any living room . . . and they are well constructed of durable materials.



**This Week Only!**  
**3-Piece Suite \$24.85**  
\$6 Down, Small Carrying Charge  
Only Jubilee Week could bring you such an outstanding value in bedroom furniture. Full size Bed . . . spacious Chest . . . with a choice of the graceful Vanity or the beautiful Dresser. In combination walnut, with two-tone Oriental wood fronts and decorative maple overlays.

**Spring Coats**  
In the Rough Woolens Wanted for Easter!  
**\$11**  
Specially Priced  
New Styles! New Fabrics!  
They herald Spring with their smart belted waists, clever sleeves, fabric scarfs. The basket weaves, sports tweeds, and wool crepes are the newest fabrics and they come in black, navy and two-tone mixtures.



**Ward Stores Bought 100,000 to Get Such Values as These**  
**Men's Shirts**  
White or Plain Color Broadcloths and Fancy Prints  
**\$1.00**  
3 for \$2.85  
And Every Shirt Is Double Pre - Shrunk!  
Introducing the new "Cruiser" shirt. "Stay-Rite" collar, 6 Ocean Pearl buttons, Box Centers, square-cut tails that stay in, roomy cuts, fine gauge stitching!

Watch Us Win 1,700,000 New Friends This Week!  
**Gay Cretonnes! yd. 17c**  
Colorful cretonnes in floral patterns and modern designs. Priced for Spring.

A Nation-Wide Drive!  
**Spring Curtains! Values at 59c**  
Panel, 6 - pc. Ruffled, and cross in marquette and dotted scrim — colors.

Big Buying Power Makes Such Values Possible!  
**Hemmed Sheets! \$1.00**  
Size 21x30 ins. Our best "Treasure Chest" quality. Pillow cases to match. 25c.

**A Surprise Model — Shown for the First Time This Week**  
**The Windsor Gyrator Washer**  
Green Porcelain Enamel Tub!  
**\$69.95**  
\$5 Down \$2 Weekly Small Carrying Charge  
Need a new Washer? Now's your chance to save from \$30 to \$50 on the famous Windsor! We've made a special purchase of these efficient washers for Jubilee Week only. The number is limited, however, so you'll have to hurry for yours. Equipped with genuine Lovell Wringer! 6 to 8 sheet capacity tub . . . tri-vane agitator are but a few of its many outstanding features! Buy now!

Only in Jubilee Week Could You Find Such Value!  
**5-Pc. Linen Set \$1.00**  
Hemstitched Luncheon Set, white, or with colored borders. 22x32 in. 4 napkins 12x12.

Think of It! Genuine **Cannon Towels! 17c**  
3 for 50c  
Heavy double-loop weave — in white with fancy colored border. Size 20x40 inches.

Ward's Bought 250,000 Yards—Buying Power Does It!  
**Colonial Prints! yd. 15c**  
Guaranteed fast colors! Dainty floral, gay dot and check patterns. Jubilee sale!

**Wonder Value — These Will Help Us Win 1,700,000 New Friends**  
**Axminster Rugs**  
And They're All Wool, and Seamless — a Jubilee Bargain  
**\$24.95**  
Here is a 2x12 Rug that is outstanding for quality, design, and LOW PRICE! of firm, even weave with a deep, rich pile. Lovely floral and oriental patterns in soft jewel-like colors.

**A One-Week Value for Our Nation-Wide Drive!**  
**Spring Mattress \$14.95**  
Resilient springs in many layers of all - felted cotton. Attractive satene ticking cover with taped edge. Only Jubilee Week could bring you such a value!

**Big Buying Power Makes Values Like These Possible!**  
**3-Piece Outfits \$24.85**  
Sturdy METAL BED with decorative panels. 99 - coil SPRING. 45 - lb. roll-edge felt and cotton MATTRESS covered with durable art ticking. Special for Jubilee Week!

Talk About Value! We sold 6,900,000 Pairs Shoes in 1930!  
**Men's Work Shoes \$2.39**  
A REAL value! Macogany-color retain uppers, oak leather soles, solid leather heels. Riveted reinforcements, moose-knit stitched toe.

Value Like This Will Win 1,700,000 New Customers!  
**Men's Overalls! \$1.00**  
A special value for Jubilee Week! Of white-back blue denim-look shirtings. Big pockets. Snap-attached straps, rust-proof buttons. High and low back styles.

**MONTGOMERY WARD & CO.**

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

(MANY BARGAINS IN ADDITION TO THE ONES ADVERTISED)