

For this great merchandising event, in which more than 500 stores are participating, our entire organization has been making preparations ever since last spring. In face of an advancing market our buyers offer what we believe to be the greatest merchandising values that have been offered to you. . . Our purchases were made at bottom prices. . . The savings are being passed on to you...

<p>Lux or Life Buoy Soap Saturday Only 4c per Bar <small>(Limit 10 bars to a customer)</small></p>	<p>4 Sewed Brooms <small>This broom is made of the best broom corn and is made to last. A wonderful value.</small> 29c each <small>(Limit one to a customer)</small></p>
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Now in Progress!

WARD WEEK

October 14 to 22 inclusive

ONLY TWICE A YEAR
IN 500 STORES

EXTRA SPECIAL

Pajamas and Gowns
47c
Run-resistant fine rayon. Another splendid Ward Week value. Assorted shades.

Boys' Longies
79c
Dressy, serviceable. Made from fancy suiting. Extra good value. Assorted colors. 8 to 16 years.

Men's Horsehide Gloves
49c
Here they are — California smoke tanned Horsehide, Spanish leather cuffs. Slip-on style.

Jergen's Toilet Soap
4 Bars 12c
Nothing under 12 bars will satisfy the thrifty shopper. A delightful toilet soap.

Men's Handkerchiefs
2 for 5c
A real saving for men. 16 inches square, deep hem. Plain white.

Women's Scarfs
39c
Pure silk, newest fall styles. 8 by 60 inches. A special lucky purchase.

Panel Curtains
5 for \$1.00
Curtains at far below value. Marquisette ecru. A two-tone bullion fringe at top of hem.

Rayon Lingerie
25c
Run-resistant — shorty bloomers and panties. Worth a half more. Trimmed — many styles.

Women's Handbags
77c
Never before have we offered quality bags so low. Dupont's finest imitation leather.

This is a WARD WEEK Special!

Chenille Rugs
Reversible—Washable
Beautiful rugs at big saving. 24x48-inch. For the bath and bedroom. Save by purchasing during Ward Week.
49c 

This is a WARD WEEK Special!

Women's Dresses
Nubby Weave Cotton and Rayon
\$1.77
New cord weaves in rich colorings. Smartly tailored. Are usually sold for \$2.95. Ready for street or sport wear.

This is a WARD WEEK Special!

Men's Khaki Breeches
7 1/2-oz. Lace Bottom Style
\$1 
Every man should have an extra pair at this price. Have double seat, double knee and plenty of pockets.

This is a WARD WEEK Special!

Turkish Towels
Large Size—Double Loop
Towel value you will long remember. Few will consider less than a full dozen. Attractively colored borders.
2 for 25c

This is a WARD WEEK Special!

12-Quart Pails
A Value Exceptional
You never can have too many good dairy pails. Heavy and well made. Wooden grip.
3 for 89c 

This is a WARD WEEK Special!

Men's Unionsuits
Heavy Weight Cotton
45c
Heavy cotton Unionsuit. Short or long sleeves, angle length, knit cuffs. Ecru color. An early winter weight.

This is a WARD WEEK Special!

Girl's Undergarments
Vests—Bloomers—Panties
19c each
Run-resistant rayon of lovely quality. Lace trimmed with lace applique and veining. Wonderful value here.

This is a WARD WEEK Special!

Electric Corn Popper
With 12-oz. Can of Popcorn
79c 
Just the thing for the party and so remarkably low priced. Element is guaranteed. Without electric cord.

This is a WARD WEEK Special!

Boy's Overcoat
Made Like Dad's
\$2.98
Never did you see such a coat value. Tweeds, broadcloths, herringbones. Ages 3 to 8 years. An extra value!

This is a WARD WEEK Special!

Wardoleum Rug
Here is a 9x10 1/2 inexpensive floor covering—Newest patterns in floral and modernistic effects.
\$2.98

This is a WARD WEEK Special!

House Dresses
They're here — The new Wash Frocks. Positively the newest, smartest and most serviceable Wash Frocks you ever saw. And they are underpriced just for Ward Week.
3 for \$1.00

This is a WARD WEEK Special!

Men's Dress Caps
Greys—Tans—Browns
77c 
A value you will appreciate. Single piece or 8-4 tops. Satin lined. Unbreakable visor. Compare—buy.

This is a WARD WEEK Special!

80x105 Bed Spreads
A sturdy quality attractive cotton crinkle spread in assorted colors. Do not miss this unusual price.
49c

This is a WARD WEEK Special!

Boys' Leathertex Coats
Sheep Lined
\$1.69
Sizes 4 to 6 Years
A wonderful Coat at less than \$2. Wambo collar, double sewn seams. Sizes 10 to 18—\$1.99.

This is a WARD WEEK Special!

Glow Heaters
A Sensational Value
\$1.95 
Just what you want for the chilly days. Interloken blue finish. Copper plated reflector. Removable wire guard.

This is a WARD WEEK Special!

Women's Hats
Newest Colors and Styles
88c
Such beautiful hats were never made to sell at only 88c. Felts in extremely smart shapes and new colors.

This is a WARD WEEK Special!

"B" Battery
Ward Week Only
\$1 
Navigator Battery — An unsurpassed value. No danger of trouble if you use this quality. Quantity limited.

This is a WARD WEEK Special!

Women's New Dresses
Newest Styles Available
\$2.88
You'll exclaim with delight the moment you see these. Travel prints, printed rayon and silk assorted crepes.

This is a WARD WEEK Special!

Women's Pajamas
Soft, Durable Flannelette
58c
When we opened these everyone guessed the price at \$1. Assorted styles, fast colors, and fancy patterns.

This is a WARD WEEK Special!

Electric Toaster
Nickle Plated—With Cord
\$1 
Value to spare here. Guaranteed element. It toasts two slices. Turns toast when doors are let down.

This is a WARD WEEK Special!

Rayon Taffeta Slips
True Bias Cut
47c
Beautiful quality. Lace trimmed top and bottom. Seldom can you find such a value as this. White or tea-rose.

This is a WARD WEEK Special!

Boys' Shirts
Fast Color—Extra Quality
49c 
Every mother should lay in a season's supply now during Ward Week. Broadcloth. Coat style. In assorted colors.

This is a WARD WEEK Special!

Take Advantage of This
Exceptional Value
36" Prints — 8c a yard
These prints are Tub Fast and they tub easily. We do not know when again, if ever, we will be able to offer fast color prints at this low price.

This is a WARD WEEK Special!

Modess Sanitary Pads
Every woman knows Modess. It has a new filler that's fine, soft and comfortable. Extremely absorbent — shaped to prevent bulkiness.
3 for 50c 

MONTGOMERY WARD & Co.

1307-1309 Adams Ave. La Grande, Oregon