



**Special! Boys' Black Oxfords**  
At a Record Low Price!  
**\$1.98**

Sturdy and smart! Calf grain uppers. Oak leather soles and rubber heels. Sizes 1 to 6. Save double!



**Men's Calf Grain Oxfords**  
New Medium Narrow Toe!  
**\$3.98**

Shoes built for wear! Conservative lines... fancy stitching and perforation. Rubber capped heels.



**Men's Spring Dress Oxfords!**  
Bang Up Bargains at  
**\$2.98**

Shoe buy of 1932! Smart black calf grain Blucher Oxfords. Long-wearing. Rubber heels! Oak Lea. soles.

**Ladies' Kid Gloves \$1.98**

All sizes and variety of colors. White stitching trims the black. Some plain tops, others fan styles.



**WARDS 60TH ANNIVERSARY 1872 - 1932**

**Art Leath'r Purses 94c**

Artificial leather, silk lined. Many have clever zipper fasteners. Newest styles. Brown, black & tan.



**Moccasin Toe Work Shoes!**  
Sensationally Priced!  
**\$1.98**

Try to match this value! Black retanned leather uppers. Grain leather insole. Composition outsole. Rubber heels.



**Men's Husky Police Shoes!**  
Greatest Values Ever  
**\$3.98**

Wear-Proof lining! Black calf grain uppers. Genuine Goodyear welt. Rugged "Korry" soles. Rubber heels!



**Men's Scout Style Shoes!**  
**\$1.59**

Brown retanned leather uppers! Oak leather middle-soles. Black composition rubber outsoles. Rubber heels!

Tune in for Ward's Program Over KGW at 9:15 Every Morning but Sunday

BUY AT WARD'S TODAY—AND SAVE!

# LAST WEEK! Ward's Winter Sale

Becoming New Styles in These

## Smart Springtime DRESSES



Outstanding Values at This Price!

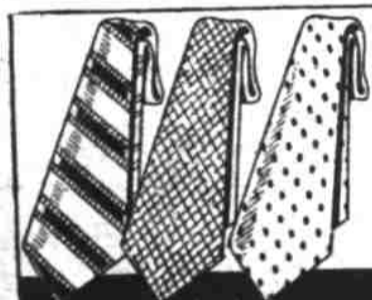
**\$4.95**

Gay prints, plaids, and combinations in smart youthful styles that follow the new "straight and narrow" silhouette. Bows, belts, buttons, and scarfs add softening touches. In bright blues, reds, greens, and of course black, too. Also groups at 5.95 & 8.95. Ladies suits at 9.98 & 14.98.



## It's the Season for Straws Again! SPRING HATS

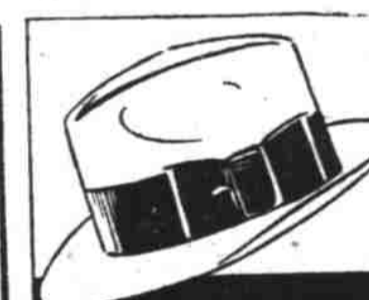
In "Baby" Brims - Turbans - Tilted Brims! New Paris-copy straw hats in pearls, cellophanes, and novelty straws. Baby brims and high-back trimlines with flower and feather trimmings. In the new bright colors, and black. Unusual values at **\$2.95**



See These New Spring Ties! They're Big Values!

**49c**

Stripes, Polka Dots, Figured Patterns and Plain colors! Shades for every taste. Typically low Ward price!



Spring Selling of Men's Hats

**\$1.98**

Fine Quality Wool Felts! Assortment includes an early showing of all the popular colors and brim styles.

**Rayon Slips 39c**

Children's slips in non-run rayon. Side plaits. Peach & pink.

**Silk Vests 35c**

Fine, soft silk. Extra length. Colors: pink & peach. 38 to 44 bust.

**Silk Slips 89c**

Flat crepe costume slips. Ecu lace trim. Pink, peach & white.

**Silk Pongee 19c yd.**

Fine quality all silk imported pongee. Natural color.

**Outing Flannel 12 yds \$1**

Medium weight flannel at the lowest price for this quality.

**Part Linen Toweling 7c yd.**

Unbleached natural color. 18 in. wide. Colored border.

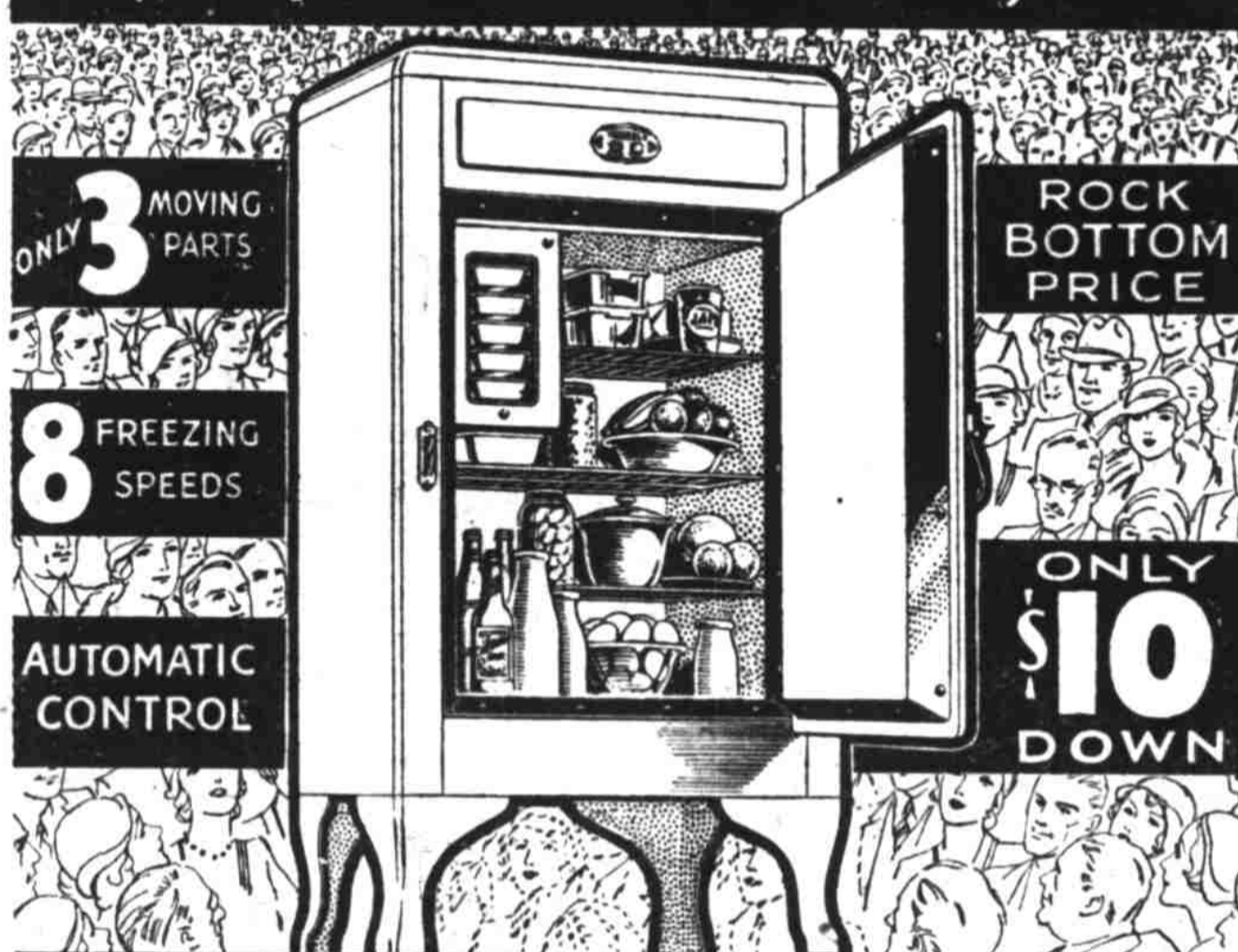
**Linen Toweling 18c yd.**

Bleached. Colored border. 18 in. wide. All pure linen.

**Kleenex 15c**

Regular 25c size cleansing tissues now reduced to 15c.

## Thousands Inspect TRUKOLD Truly Simplified Electrified Refrigeration



### See This Refrigerator Demonstrated at the Cooking School

Engineers stand amazed at this simple perfected electric refrigerator. Crowds are visiting it everywhere. It revolutionizes prices for dependable refrigeration.

Sizes For All Families **\$149.50** as low as Cash Price

DELIVERED AND INSTALLED. NOTHING ELSE TO PAY Also Sold \$10 Down. \$10 a Month. Small Carrying Charge

#### SEE IT IN OPERATION

We are now demonstrating at the store this sensational new TRUKOLD backed by Ward's millions. So absolutely dependable that Ward's gives definite written guarantee without time limit—the ONLY electric refrigerator that gives you such protection. Come and see it—priced for your purse.



8 Freezing Speeds. 63, 105 or 126 ice cubes—21 to a tray THIS IS THE MACHINE THAT MAKES THE ICE



**Listerine Sh. Cream 19c**

Makes creamy lather. Listerine & glycerine benefits striking.

**Pepsodent Antiseptic 27c**

An antiseptic that is a household necessity.

**Antisepto 29c**

Mouth wash, gargle, also an antiseptic deodorant. 13 oz.

**Tek Tooth Brush 49c**

Free! With each tooth brush, a tumbler to match bathroom.

**Corduroy Pants \$1.98**

28" to 34" waist. 22 inch Bottoms. Good quality.

**Union Suits 59c**

Men's rayon trimmed suits. Long sleeve. Ankle length.

**Boys' Play Suits 2 for \$1**

Double knee & seat. Collars & plain necks. 2 to 8 years.

**Boys' Dress Shirts 2 for \$1**

A splendid value—fast colors, well made.

## Look at this 60th Anniversary Value! GOLDEN CREST Full Fashioned HOSIERY

Pure Silk, Full Length Service Weight!



**49c**

We've cut last year's low prices even lower for the Anniversary Sale! Think of getting FULL FASHIONED. Service hose for only 49c! Slenderizing French Heels; long-wearing mercerized toes and tops. All the new shades! Get a supply now... and save!

## SMART NEW STYLES IN Foot Health SHOES

At a New Low Price!



**\$3.98**

Lowest price ever for our famous "FOOTHEALTH" SHOES! Women's new Spring styles in black and brown kid. Ties and one-straps with Goodyear welt soles; rubber capped heels.

**Thrifty Buy in Men's Pajamas \$1.**

They're Comfortable!

They're smart too! Slipover and button styles. Plain colors and fancy patterns. Several popular shades!

**Here's a Real Shirt Value! \$1.**

New collar attached styles. Fast colors. Fancy patterns, plain whites, tans, blues and greens. Cellophane wrapped!

## 20 POINT OVERALLS

**Pioneer** TRADE MARK

Now Have Every Feature You Want for Work!  
Including Extra Sizes

**89c** Jacket or Overalls

You can work unhampered in big... roomy... full-fitting Pioneers! Shaped for greatest comfort—made to wear like iron! Full weight 2:20 white back blue denim. Ask to be shown all Pioneer's special construction features.

AND 15 OTHER FEATURES

- TWO INCH DOUBLE THICKNESS
- HEAVY NICKLE BUCKLE AND LOOPS
- EXTRA STITCHING ON BANDS
- ALL FELLED SEAMS ARE TRIPLE STITCHED
- EXTRA BIG LEGS

## Efficient! At Zero or 90°! Ward's PENNSYLVANIA OIL!

100% Pure! And Look!  
2-Gal. Cans **\$1.55**

Guaranteed Pure Penn. Oil in a convenient container. Buy today.

Runrite Motor Oil  
5 Gal. Cans

Good quality Western Oil for which you would pay 15c or 20c qt. elsewhere **1.69**

**100% PURE**

**MAIL THIS COUPON**  
Montgomery Ward & Co.  
Salem

Without any obligation whatsoever on my part, I would like to have one of your Outside Salesmen call at \_\_\_\_\_ date \_\_\_\_\_ and furnish me with complete information, and specifications concerning \_\_\_\_\_

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

## LOWEST PRICES of all time on RIVERSIDE TIRES

Riversides AGAIN Reduced!

Note that Quality 6 Ply Riversides are now Available at our Store at Price ordinarily asked for other 2nd line 4 Ply Balloons.

Size	Riverside Mate Prices		Riverside DeLuxe Heavy Duty	
	Each	Pair	Each	Pair
29 x 4.50-20	\$5.60	\$10.90	\$ 6.97	\$13.80
30 x 4.50-21	5.75	11.20	7.13	13.80
28 x 4.75-19	6.60	12.84	7.89	15.20
29 x 5.00	6.95	13.50	8.47	16.38
31 x 5.25-21	8.40	16.56	9.75	18.94
32 x 6.00-20	8.89	17.28	10.93	21.26
33 x 6.00-21	9.23	17.96	11.12	21.52

(6 Ply) (6 Ply)

**FREE TIRE MOUNTING SERVICE at EVERY WARD STORE!**

# MONTGOMERY WARD & CO

275 N. LIBERTY

PHONE 8774

SALEM, ORE.

YOUR NEIGHBOR SAVES MONEY AT WARDS—WHY DON'T YOU?