

NO MONEY DOWN WHEN YOU BUY ON CREDIT—"CHARGE IT"

They'll Do It Every Time

By Jimmy Hatlo



THE CLUB MEMBERS JUST WON'T STAND FOR CULTURE BEING SHOVED DOWN THEIR THROATS...
There are a lot of the club members who are just being shoved down their throats...
20 E. DELAWARE, CHICAGO, ILL.

Call Hemoglobin 3095

Venezuela Newspaper Ad Gives West Idea of American Medical Promotion

By DICK WEST
Washington - (UPI) - Last week end I finally got around to sorting out the souvenirs I picked up during a recent trip to Venezuela. I brought back the usual collection of hotel ash trays, bath towels and other native art objects, but the curios I like best are some native ads that I clipped out of the newspapers. The papers down there carry a lot of advertising by physicians and dentists. I even saw an ad for a "consultorio psiquiatrico," which I take to be a psychiatric clinic. One that I particularly admired was an ad placed by a Dr. Bone, who specializes in "internal medicine and digestive conditions" and offers "permanent medical and laboratory services."

Although the medical ads are done with dignity and restraint, a North American like myself can't help but turn over in his mind what might happen if the custom were adopted in this country. If Dr. Bone ever fell into the clutches of the boys on Madison ave., it doesn't take a crystal ball to foresee the results: "Ladies, are you suffering from headaches, dizziness, chills and fever, muscular aches and pains, stomach upset, excess acidity, irregularity, gastric disturbances, nausea and jittery nerves?"

"Come all the way up. Come all the way up to the internal medicine of Dr. Bone. Listen to what one satisfied patient has to say—
"I've been going to Dr. Bone for years. For my money, he gives you the best treatment in town. And I love that bedside manner."
"You, too, can take advantage of this special offer. Diagnosis guaranteed or double your fee back. Just call Hemoglobin 3095. That's Hemoglobin 3095."
"Are you taking medicine more now, but enjoying it less? Then switch to Dr. Bone. Dr. Bone prescribes good, like a medico should."
"For a new thrill in therapy call Hemoglobin 3095. That's Hemoglobin 3095..."

Mental Health Week To Be Observed in the State By Hospital Open Houses

Portland - Again this year to inaugurate National Mental Health Week, April 28 to May 4, mental hospitals of Oregon extend invitations to the public to participate in "Operation Friendship," a project sponsored by the Mental Health Association of Oregon. Plans call for open houses at state hospitals throughout Oregon on opening day of Mental Health Week, Sunday, April 28. Visitors will be able to visit with patients, will be conducted through wards, therapy rooms and recreational facilities. Members of the Mental Health Association will serve as guides in some of the state hospitals.

Oregon's new Damascus hospital will hold open house from 1 to 5 p.m. This 480 bed, short term, open ward, intensive treatment hospital lies west of Wilsonville, 20 miles from Portland and about 30 miles from Salem and is easily reached on the Baldock freeway. Oregon State hospital, Salem, founded 80 years ago, will welcome visitors from 1 to 4 p.m. The institution provides positive testimony of the progressive and modern treatment techniques of Oregon mental hospitals with its decentralization of treatment wards. It accepts patients from the majority of counties in Oregon. It is located at 25th and Center sts., Salem.

Eastern Oregon State hospital, Pendleton, will hold a very informal open house and friends may visit any time on Sunday, April 28. Morningside hospital at 10008 Southeast Stark st., Portland, will be ready for callers from 1 to 4 p.m. This 350-bed facility is now accepting private patients from the Pacific Northwest and Alaska. It is a short five miles from downtown Portland.

"Operation Friendship" day is a good time for the public to learn more about the facilities and new techniques which are doing so much for the mentally ill, according to Dr. Joseph D. Marazzo, president of the Mental Health Association of Oregon.

Dennis the Menace



COULD YOU PACK ME A LUNCH? ONCE I START A HOLE, I LIKE TO STAY THERE 'TIL IT'S FINISHED!

BEDDING PLANTS
Some Blooming Large Assortment

TILLERS POWER MOWERS POWER EDGERS MAGNOLIA TREES PINK HORSE CHESTNUT

PRIMROSE SPECIAL
See These Several Prices

SPRING IS HERE, "we think" LAWN SEED

80c - 90c lb. Proven for our own area. You can pay more but you can't buy better.

Ours is Problem Free No Bent, No Rye Grass

Use Our Roller and Seeder Free

Elton's GARDEN FARM & Store
4th and Fir

MONTGOMERY WARD WARD WEEK SALE



MEN'S, BOYS' SKIPS
REGULAR 2.99 BLUCHER OXFORDS
Real summer comfort at a savings! All with cushion insoles, molded cork and rubber soles. Choose blue or brown! Men's sizes: 6 1/2 to 11, 12. Boys' 1 to 6.

2.44 PR.



SPECIAL BUY! SEAMLESS HOSE
3 PR. \$1.50

First quality! Luxurious resist micro-knit nylons resist runs during normal wear. Fashion shades. Sizes from 9 to 11.



REG. 4 YDS. 1.56 COTTON PRINTS
4 YDS. \$1

Ward buy... wide assortment of pinnacle percale prints. In new fashion patterns. French dry finish. 36".

SPECIAL-14% OFF

ALL-ALUMINUM SCREEN DOOR & PLASTIC GRILLE

12.88 REG. 14.95

Add an elegant touch to the face of your home, and save on this Ward Week special! Strong, rolled-aluminum frame with full screen. Handsome gray plastic grille, twin aluminum push bars and tough kick plate. Hinges, knob latch and air closer included.



BLANKETS
Reg. 2 for 1.39 receiving blanket. Printed cotton. Pastels. 30x40. **2 for 99c**



14.95 CAN OPENER
Automatically opens any size can... smooths edges. Magnet holds lid. Bottle opener, too. **12.88**

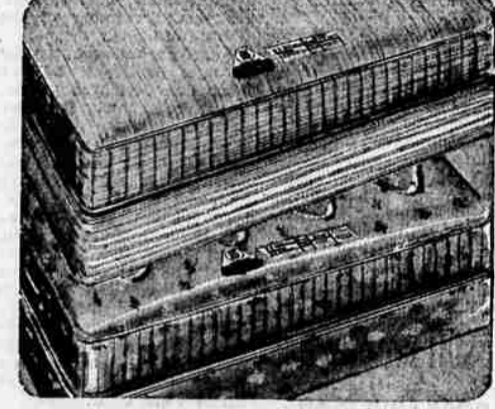


BUY NOW, SAVE

REGULAR 2.98, DRESSES WITH FULL SKIRTS

2 for \$5

Wonderful Ward buy! Sleeveless fashions in fine combed cotton. Ice cream pastels in solids, stripes, woven plaids. Many with cotton lace, eyelet trim, embroidery accents. Sizes 7 to 14. Little girls styles in same colors, fabrics. 3 to 6X... 2 for \$3. Get Ward's savings!

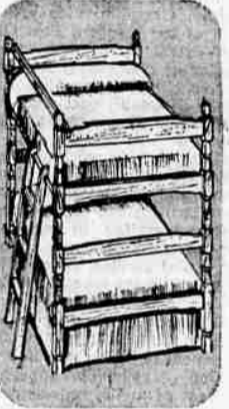


STYLE HOUSE BUY!
2-PC. INNERSPRING OR FOAM SETS
Ward Week price—full or twin size. 312-coil innerspring, or 4" Ward-Foam™, matching spring. **69.88**
405-coil or 6" foam with springs. Quilted. **89.88**
REGULARLY 79.99 NO MONEY DOWN
*Wards name for urethane foam cushioning



'10 OFF! NYLON FOAM-BACK RUG
29.88 9x12'

Reg. 39.95. Long-wearing nylon pile in 6 colors. Foam back - no padding needed! Others 24.88-95.88.



'10 OFF! 8-PC. PANEL BUNK SET
\$109

Well styled, maple finish hardwood; 2 beds, 2 springs, 2 mattresses, guard rail and ladder. Ideal for boys or girls.



SAVE 25%
REGULAR 2.98 CAROL BRENT GOWNS, PJ'S, SLIPS, PETTIS

2 for \$4 2.44 EACH

Now, during Ward Week, the best lingerie buys of the year! Waltz gowns, pajamas, (S-M-L) slips, (32-40) petticoats, (S-M-L) including many proportioned styles. Cottons or cotton-nylon-Vycron® polyester blends.



SAVE 6.68 A CASE!
REG. 5.89 GAL. SUPER HOUSE PAINT

Unmatched Ward Week savings! High hiding power in self-cleaning white, decorator colors for the home.

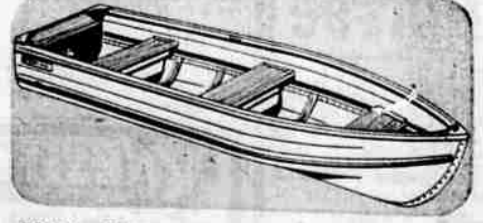
4.22 GAL.



IT'S VERSATILE!
WARDS 26" TILLER WITH REVERSE

Wards 3-HP Garden Mark tiller does everything—prepares seed beds, mulches, tills to 9" deep! Has unbreakable steel balotines; easy-spin starter.

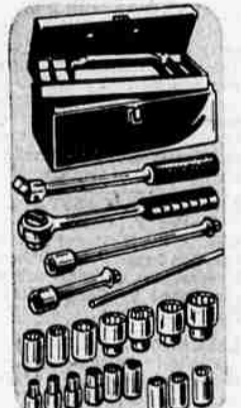
134.88
NO MONEY DOWN



12-FT. ALUMINUM AUTO-TOP BOAT

Reg. \$199 Sea King designed for stability. 1-pc. bottom; foam flotation. 14-ft. Reg. \$219.

169
*FOB Factory



21 PCS.—\$28 IF BOUGHT SINGLY!
19.99 NO MONEY DOWN

Save on Wards 21-pc. alloy steel socket set! 1/2" drive; 16 sockets; ratchet; spark plug socket—and more!



30% OFF! 4 CU. FT. PEAT MOSS
2.99 REG. 3.98

Revitalizes, conditions soil; reduces crusting; loosens clay. Ideal mulch. Compressed bale equals 8 cu. ft.



4'x8' ECONOMY
Prefinished Mahogany Panels 1/4" thick. Random grooved. ONLY **3.44**



3-TAB SHINGLES
10% OFF
9.25 210 Wt. **8.33**
10.50 235 Wt. **9.45**

HURRY! WARD WEEK SALE ENDS SATURDAY -- OPEN FRIDAY 'TIL 9