

See Furniture Ad on Page Seven

a Drive for
1,700,000
NEW CUSTOMERS

STARTS SATURDAY March 14 - 21

In this great selling event—Golden Arrow Jubilee—we seek to demonstrate to 1,700,000 new customers, the saving and service advantages 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 serving 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!



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.



Ward Stores Bought 100,000 Pairs for This Week Only!

Chiffon Hose!
88c

Special Jubilee value! FULL-FASHIONED. All silk. Dull finish. Pique tops. French heels, reinforced cradle foot. In taupe-beiges, grays, and darker shades.



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. Flesh or Peach.

Fore! Golf Outfit

\$14.95



4 Steel shafted clubs... Midiron, Mashie, Niblic and Putter in matched set. Get it now for early rounds.

GOLF BALLS, 3 for.....\$1.10
Long and true in flight. New or regular size. Cut-proof covers.

CASTING RODS.....\$7.85
Of fine bamboo. Sturdy enough to handle the big fighters. Bargains!

Special for Jubilee Week!

Mens' Topcoats

Values to \$24.75

\$14.95

This extraordinary offer includes every topcoat or overcoat in our present stock. California weight coat with raglan or set-in sleeves in tans—both light and dark blues, browns and grays. All sizes from 36 to 46. Buy during Jubilee Week and take advantage of this tremendous showing.

MEN'S SUITS

Men's one pant suits of all wool materials. Extra savings on extra values.

Buy Now.....**\$19.75**

SPECIALS

LIFEBUOY SOAP
6 for 25c

Here's a special for the housewife. Regularly sells for 7c per bar.

Drapery Chintz
29c Yard

Beautiful floral patterns in gay colored chintz. See them tomorrow.

Cotton Blankets
\$1.49

Regularly sells at \$1.98. 70x80 double blanket of cotton.

Unbleached Muslin
9c Yd.

Excellent for house lining and other uses. Buy now at 12 yards for \$1.00.

Dr. West's Tooth Paste
12c

Regular 25c tube at less than half price. Buy a supply and save.

Crepe Combinations
Reg. \$1.98
\$1.49

In peach or flesh colors. Excellent quality crepe de chine.

Rubber Aprons
25c

Coverall aprons that were a bargain at 35c. In colors with floral trim.

Children's Shoes
\$1.49

Regular \$1.99 values. Odd lots in broken sizes and styles. Come early tomorrow.

Brooms
29c

Another special for home. Excellent quality such a low price.

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 "Crusader" shirt. "Stay-Rite" collar. 6 Ocean Pearl Buttons. Box Centers. Square-cut tails that stay in roomy cuts. Fine gauge stitching!

A Nation-Wide Drive!
Spring Curtains



Values at

59c

Panel: 6-Pc. Ruffled, and Criss-Cross in marquisette and dotted scrim—colors.

Only in Jubilee Week Could You Find Such Value!

5-Pc. Linen Set



Hemstitched Luncheon Set white or with colored borders. 52 x 52 in., 4 napkins 12x12.

Winning 1,700,000 Friends

New House Frocks

69¢



in the gayest floral prints—and with strictly summery trimmings. Skirts that flare gracefully or are pleated. You may have your choice of sleeveless models or short sleeves. Really outstanding values and you'll want at least three or four of these. Come early for best selection.

Children's Dresses
Gay little frocks for the very young miss. Reg. 95c value
69¢

Big Buying Power Makes Values Like These Possible



Hemmed Sheets!
\$1.00
3 for \$2.85
Size 81x90 Ins. Our best \$1 quality.

Ward's Bought 250,000 Yards—Buying Power—Does It!



Colonial Prints!
15c yd.
Guaranteed fast colors! Dainty floral, gay dot and check patterns. Jubilee sale!

SPECIALS

CANVAS GLOVES
Reg. 19c
2 Pairs 25c

Gauntlet gloves of heavy duck. Buy during Jubilee Week.

3-Cell Flashlights
\$1.00

Regularly sold for \$1.39. Nickel plated focusing flashlight at a saving.

Coverall Paint
\$1.79

Gallon House paint in the darker colors that regularly sells at \$2.79.

Tennis Rackets
\$6.98

Regular high grade \$10.95 tennis racket at a tremendous saving for Jubilee Week.

Muncie Outboard Motors
\$59.95 Cash

Regular \$75.50 twin cylinder outboard motor. Very dependable. See them tomorrow.

Men's Oxfords
\$2.98

Values to \$4.98. A large assortment of dress Oxfords in blacks and tans. Broken sizes.

Electric Ironer
\$42.50

Regularly sells at \$79.50. Not a used machine. Portable type.

12 Momme Pongee
4 Yds. \$1.00

A pongee special that will appeal to every housewife. Natural color only.

Runrite Motor Oil
3 Gal. \$1.00

Reg. 44c gallon. Bring your own container and get a supply of motor oil at a saving.

SPRING COATS

In the Rough Woolens

\$11.00

Specially Priced

New Styles! New Fabrics!

They herald Spring with their smart belted waistlines, 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.



Talk About Value! We Sold 6,000,000 Pairs Shoes in 1930!

Men's Work Shoes
\$2.39

A REAL value! Mahogany-color retan uppers, oak leather soles, solid leather heels. Riveted reinforcements, mocasin stitched toe.

ADMIRAL

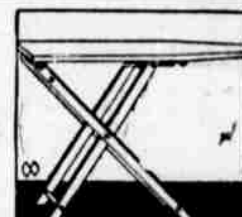
With 15 inch oven
\$5.00 Down. Small Carrying Charge

\$89.95

All cast range with roomy warming closet, extra large cooking top and all copper reservoir. Regularly sells for \$99.95. Buy now on our Easy Payment plan.

ADMIRAL RANGE

with 20 in. oven
Regularly sells for \$107.50. In blue enamel with tan panels. Same as above, but larger. \$5.00 down. **\$94.85**



A Combination Offer For Saturday

Ironing Board, Pad and Cover
\$1.98

Regular \$2.50 value. Excellent quality ironing board that sells at \$1.70 with new method pad and cover. Buy now.

RANGE



ROYAL RANGES
Regularly sells for \$97.50. All steel construction. In two-tone green finish. \$5.00 down. **\$84.50**

Every four seconds somebody buys a **RIVERSIDE**

Here's why: Riversides have been giving satisfactory service for 20 years. Millions are in use. They're backed by an unlimited guarantee. They're **FIRST** quality tires—and prices are the lowest in history—compare for yourself:

TIRE SIZES AND PRICES	
Riverside 4-Ply	Riverside 6-Ply
30x3 1/2 C. O. S. \$4.40	28x4.40 . . . \$7.15
28x4.40 . . . \$4.95	30x4.50 . . . \$7.49
30x4.50 . . . \$5.60	31x5.25 . . . \$10.25
28x4.75 . . . \$6.75	32x6.00 . . . \$11.50

All Other Sizes at Equal Savings!

Value Like This Has Made Ward's the Greatest Retail Radio Distributors in the World

Airline Lafayette

Equipped With 7 National Union Tubes

Licensed by R. C. A.

We believe this radio to be the greatest radio value in America at this price! Compare it with any \$99 set for Tone, Power, Beauty! The Airline "Lafayette" stands out as a great radio and a great value! Just look at its many features:

Triple Screen Grid . . . Tone Control . . . Illuminated Dial . . . Utah Dynamic Speaker . . . Smart Console Cabinet of Walnut Veneers!

Complete with Tubes and Installed

\$57.85

MONTGOMERY WARD & Co.

211-229 Main Street

Phone 384

Klamath Falls, Ore.